

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

VOL. XVI

NO. 5

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M. C. POSTSCRIPTS

★ The EXCELLENT character of the program prepared by the committees on arrangements for the N. C. A. Convention this year has given us considerable pleasure in devoting the maximum possible space to the convention plans in this issue. From our information upon what is being planned, we assure you of a mighty profitable time. By all means attend the Convention and Exposition.

Edward M. Johnson's article this month on the Specialization Trend in the Industry should be read by every manufacturer concerned with the progress of his business. The extent to which specialization has been adopted is here revealed probably for the first time, made available by information provided by THE CONFECTIONERY BUYER'S Directory of Manufacturers.

Charles P. Shillaber and Clarence P. Harris discuss in their article their preliminary investigation to determine if it is possible to devise a more rapid method for testing of jelling strength within as short a time as one-half hour.

The "M. C." with the cooperation of the above able scientists, introduces a new technical series on industrial Microscopy applied to materials and production methods.

Another of our Little Journeys to Candy Plants Around the World, takes us this month to one of the largest factories of Latin America, Dulceria Modelo, S. A., in Mexico.

Dr. Stroud Jordan presents a study of Corn Syrup Developments, with interesting comparative tables of analyses made 20 years ago and today.

The results of our impartial survey of Package Goods Manufacturer's opinions on the use of punchboard will interest all who are concerned with this question.

Ernst A. Spuehler has recently been busy designing Christmas Packages, so we asked him to give some suggestions which may be of help to the manufacturer in developing his holiday goods.

Next month we present complete reports on the N. C. A. and Associated Retailers' Conventions.

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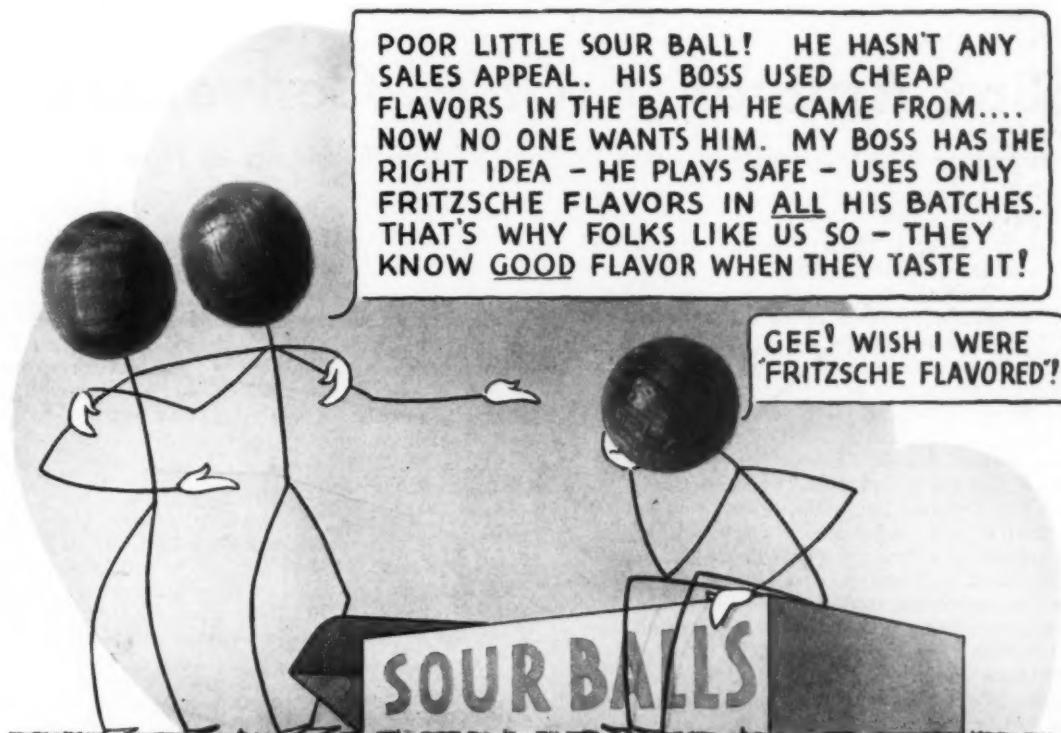
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POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

ADVERTISING PAGES REMOVED

If Candies
could talk—



YES, good flavors—dependable FRITZSCHE FLAVORS—do make a big difference in the consumer's reaction toward any candy. If the taste appeals, he'll buy it again and again. It is your best insurance for repeat business. Why not write now for our complete, new catalog and price list? There is a good, economical FRITZSCHE Flavor for every type of confection.



FRITZSCHE Brothers, inc.

816 WEST 8TH STREET LOS ANGELES, CAL.

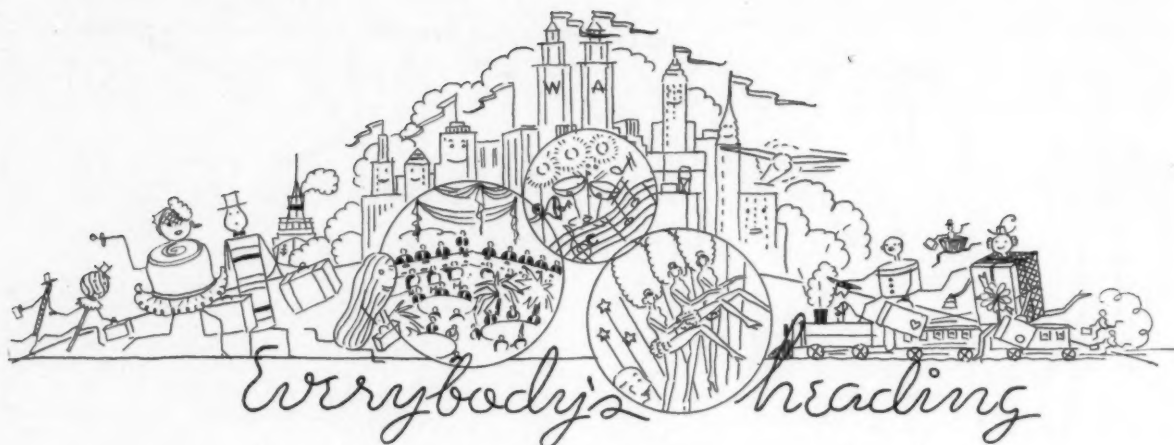
Proprietors of PARFUMERIES de SEILLANS Seillans, France

FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

PORT AUTHORITY COMMERCE BLDG.

76 NINTH AVENUE, NEW YORK, N. Y.

118 WEST OHIO ST. CHICAGO, ILL.



FOR THE

53rd Annual N. C. A. Convention

Programs Completed for June 8-12 at Waldorf-Astoria in New York

THE stage is all set for the 53rd Annual Convention of the National Confectioners' Association and the 13th Confectionery Industries Exposition, to be held the week of June 8 to 12 at the Waldorf-Astoria Hotel in New York City.

One of the most practical and constructive programs featured in conventions of recent years has been completed by Chairman George H. Williamson and his associates, acting in collaboration with President W. E. Brock and Wm. H. Heide, General Convention Chairman. More than twenty addresses are scheduled to be made by some of the leading manufacturing executives of the industry. The subjects for discussion will be centered around problems of management, sales policies, and production phases suggested by various manufacturers during recent months.

A record attendance of manufacturers from all sections of the country is anticipated, as the result of improved business conditions and a "new spirit" of interest which is believed to be taking hold of the industry. Convention leaders are expecting an attendance greatly surpassing that of the 1934 session, when the convention was last held in New York City ushering in the recovery period. Considerably more exhibitors from the supply field will also be showing at the 1936 Exposition.

The convention sessions will convene from 10:00 A. M. Thursday morning through Thursday afternoon, augmented during the week by a colorful entertainment program for both the men and their ladies. The Exposition will open on Monday as usual, when old friends and new will begin the week's get-together.

Entertainment Program

The annual N. C. A. Golf Tournament is all set for a real "blowout" on Monday, at the Winged Foot Golf Club. Players will leave the Waldorf-Astoria on bus at 10:00 A. M. Friendly foursomes may be made up in advance if desired, according to John H. Forsman and Dave O'Connor, in charge. The day's festivities will wind up with a dinner at 7:00 P. M., when prizes will be awarded.

Numerous pleasantries have been arranged for the entertainment of the ladies by Chairman Frank Kobak and his associates.

The gala Dinner Dance, featuring a "big surprise entertainment," will be held Wednesday evening at 8:00 P. M. in the Grand Ballroom of the Waldorf-Astoria. Two years ago it was a sellout, and Chairman Charles F. Haug promises great things this year. Joe Moss and his famous Society Orchestra will play.

Extensive Exposition Assured

Manufacturers are assured of finding a wealth of ideas and invaluable help at the exposition of machinery, equipment and supplies, which will be the largest show in many years. New developments in every line will be on parade. Exhibitors are listed in this issue. C. S. Allen is Committee Chairman and Robert Everett is Exposition Manager.

Production Forum

Production men will want to plan to attend the Production Forum sessions which will probably be held Tuesday and Wednesday afternoons. Interest in them is growing each year. Subjects listed on another page will be discussed and the exchange of experience will be valuable. Walter H. Belcher, Oscar Stout, Harry Achorn, and Mrs. Earl R. Allured, Publisher of *THE MANUFACTURING CONFECTIONER*, have arranged the program.

Resolutions and Nominating Committees

Members of the Convention Resolutions and Nominating Committees recently announced are the following:

Resolutions Committee: W. C. Dickmeyer, Chairman; Otto G. Beich, H. H. Campbell, N. S. Reppert, C. E. Roberts.

Nominating Committee: Herman L. Hoops, Chairman; V. L. Price, Bob McCormack, Herbert G. Ziegler, Frank Kimball, Ira Minter, Robert Kaneen.

The Fifty-Third Annual Convention and
Thirteenth Annual Exposition of
THE NATIONAL CONFECTIONERS' ASSOCIATION

JUNE 8th to 12th



Meet the members of your Association here, and enjoy with them the comforts and hospitality of The Waldorf-Astoria. Rooms are wonderfully comfortable ...with circulating ice-water...baths with tub and shower...radio. Service is responsive, yet unobtrusive. And Waldorf restaurants afford a wide

variety of menus and prices, including inexpensive fixed-price meals. Located a few block from Grand Central on quiet Park Avenue...but just a few steps from the city's many attractions. Crosstown motor-buses pass the hotel every three minutes. **Special room rates are extended to members.**

THE WALDORF ★ ASTORIA

PARK AVENUE • 49TH TO 50TH • NEW YORK

AMONG CONVENTION SPEAKERS



SIDNEY W. EDLUND
MR. EDLUND, President of Life Savers, Inc., Port Chester, N. Y., will talk Wednesday P.M. on "Testing the Market Before Entering It."



PRESIDENT W. E. BROCK
SENATOR BROCK will sound the gavel at the opening session of the 53rd Annual N.C.A. Convention at 10:00 A.M., Tuesday, June 9, in the Grand Ballroom of the Waldorf-Astoria in New York City.



SEYMOUR SOULE
MR. SOULE, Sales Manager, Confections Div., Kraft-Phenix Cheese Corp., Chicago, talks Thursday on "Value of Known Sales Policies."



J. LOUIS RUBEL
MR. RUBEL will deliver his Treasurer's Report in the opening session Tuesday.



GEORGE H. WILLIAMSON
MR. WILLIAMSON, Past President and a master of program arrangements, is Chairman of this year's Committee. His "Summary and Forecast," as the concluding talk in the last session Thursday, will be worth staying through the convention to hear.



MAX F. BURGER
MR. BURGER will round out his first year as Secretary of the Association.



WILLIAM H. HEIDE
MR. HEIDE (right) is General Convention Chairman. He has devoted many years of service to the industry. His home city is New York, where he is President of Henry Heide, Inc.



HARRY R. CHAPMAN
MR. CHAPMAN, Vice-President of the N.C.A. and Vice-President in Charge of Sales, New England Confectionery Co., Cambridge, Mass., will talk Wednesday on "The Illusions and Realities of a Candy Sales Manager."



A. M. KELLY
MR. KELLY, President of Wallace & Co., Brooklyn, N. Y., Chairman of the Legislative Committee, will discuss "The Unknown Factor in the Candy Industry" Tuesday.



WALTER C. DRURY
MR. DRURY, who is President of Schall Candy Co., Clinton, Iowa, on Wednesday will discuss "Checking Costs Constantly by Means of Simple Perpetual Records and Standards."



FRANK KOBAK
MR. KOBAK, of the Cost Committee, and President, Metro Chocolate Co., Brooklyn, N. Y., will talk on the "Use and Value of the Yardstick of Cost," Wednesday.



R. W. MOULTON
MR. MOULTON, of New England Confectionery Co., will discuss "Factory Methods Make Money," on Thursday afternoon.



The Beautiful Club House and Entrance to the Winged Foot Golf Club at Mamaroneck, N. Y., where the Annual Golf Tournament and Dinner will be staged Monday.



SAM SIDD
MR. SIDD, who is Chief of Schrafft's Planning Board, will discuss Planning "Production for Efficiency," Thursday.



W. C. DICKMEYER
MR. DICKMEYER (left), who is President of Wayne Candies, Inc., Fort Wayne, Ind., and a Director of the National Confectioners' Association, will serve as Chairman of the Resolutions Committee at the Convention.

ALTON L. MILLER
MR. MILLER, General Manager and Treasurer of Chas. N. Miller Co., Boston, Mass., will discuss on Wednesday afternoon the question, "Are Present Distribution Methods Sound?"



N. C. A. CONVENTION PROGRAM

National Confectioners' Association 52nd Annual Meet, June 8-12, Waldorf-Astoria, New York

MONDAY, JUNE 8

Annual N. C. A. Golf Tournament, with luncheon and dinner at 7:00 P. M. for distribution of prizes—Winged Foot Golf Club, Mamaroneck, N. Y.

TUESDAY, JUNE 9—10:00 A. M.

Grand Ballroom—Waldorf-Astoria

Meeting called to order—W. E. Brock, Presiding, President, National Confectioners' Association.

10:00 A. M. Address—"The Needs of Industries and Individuals Today"—Arthur D. White-side, President, Dun & Bradstreet, New York City.

In Memoriam of members deceased during past year.

10:30 A. M. "President's Address"—W. E. Brock, Brock Candy Co., Chattanooga, Tenn.

11:00 A. M. Report of the Secretary—Max F. Burger, Secretary, N. C. A.

11:15 A. M. Report of the Treasurer—J. Louis Rubel, Manager, Veribrite Factory, National Candy Co., Chicago, Ill.

11:30 A. M. "Highlights of the Exposition"

11:45 A. M. Address—"The Unknown Factor in the Candy Industry"—A. M. Kelly, Chairman, Legislative Committee.

TUESDAY, JUNE 9—2:00 P. M.

Grand Ballroom—Waldorf-Astoria

2:00 P. M. Address—"Budgetary Control, the Chart and Compass of Modern Management"—E. M. Johnson, Former Staff Executive, Williamson Candy Co., Chicago, Ill. Questions and Discussion.

2:30 P. M. Address—"The Future of the Small Manufacturer"—Ira W. Minter, Minter Brothers, Philadelphia, Pa. Questions and Discussion.

3:00 P. M. Address—"Saving by Inventory Control"—H. E. Erb, Secretary, Luden's, Inc., Reading Pa. Questions and Discussion.

3:30 P. M. Address—"The Effect of Wages on Costs, Morals and Efficiency"—Albert Horowitz, President, Up-To-Date Candy Mfg. Co., New York City. Questions and Discussion.

4:00 P. M. Address—"Sales Problems of the Small Manufacturer"—Bob McCormack, President, Bobs Candy & Pecan Co., Albany, Ga.

WEDNESDAY, JUNE 10—10:00 A. M.

Grand Ballroom—Waldorf-Astoria

10:00 A. M. Address—"Use and Value of the Yardstick of Cost"—Frank Kobak, President, The Metro Chocolate Co., Inc., Brooklyn, N. Y. Questions and Discussion.

10:30 A. M. Address—"Checking Costs Constantly by Means of Simple Perpetual Records and Standards"—Walter C. Drury, President, Schall Candy Co., Clinton, Iowa. Questions and Discussion.

11:00 A. M. Address—"Do Multiple Shifts Reduce Overhead"—C. O. Dicken, Vice President, E. J. Brach & Sons, Chicago, Ill. Questions and Discussion.

11:30 A. M. "A Contest for Manufacturers"—Gertrude B. Kluck, Editor, Northwestern Confectioner, Milwaukee, Wis.

11:40 A. M. Address—"Use of Time and Motion Studies for Reducing Costs." Questions and Discussion.

WEDNESDAY, JUNE 10—2:00 P. M.

Grand Ballroom—Waldorf-Astoria

2:00 P. M. Address—"The Illusions and Realities of a Candy Sales Manager"—Harry R. Chapman, Vice President, New England Confectionery Co., Cambridge, Mass. Questions and Discussion.

2:30 P. M. Address—"Testing the Market Before Entering It"—Sidney W. Edlund, President, Life Savers, Inc., Port Chester, N. Y. Questions and Discussion.

3:00 P. M. Address—"Are Present Distribution Methods Sound?"—Alton L. Miller, Treasurer and Gen. Mgr., Chas. N. Miller Co., Boston, Mass. Questions and Discussion.

3:30 P. M. Address—"Stimulating Salesmen"—N. S. Reppert, Vice President, Luden's, Inc., Reading, Pa. Questions and Discussion.

4:00 P. M. "Punch Boards and Chance Packages"—The Status of Members and the Association. Questions and Discussion.

THURSDAY, JUNE 11—10:00 A. M.

Grand Ballroom—Waldorf-Astoria

10:00 A. M. Report of the Nominating Committee—Herman L. Hoops, President, Hawley & Hoops, New York City, Chairman.

10:15 A. M. Report—"Changes and Trends in Candy Distribution"—C. E. Birgfeld, U. S. Department of Commerce.

10:30 A. M. Address—"The Value of Known Sales Policies"—Seymour Soule, Sales Manager, Confections Division, Kraft, Phenix Cheese Corp., Chicago, Ill. Questions and Discussion.

11:00 A. M. Executive Session—Report of Resolutions Committee. Amendments of By-Laws.
(Turn to page 76)

DIRECTORY OF EXHIBITORS

Confectionery Industries Exposition During N. C. A. Convention
June 8, 9, 10, 11, 12, at the Waldorf-Astoria, New York City

AD ART CRAFT, New York, N. Y. Booth No. 317.

AMERICAN LECITHIN CORP., INC., Elmhurst, Long Island, N. Y. Booth No. 303. Exhibiting: Lexin—its use and advantages in chocolate and confectionery; also important data relative to chocolate and its handling during processing and application, with actual display of control methods. In attendance: W. A. Cleary, Jos. Eichberg, Jos. Stanley.

AMERICAN MACHINE & FOUNDRY CO., 511 Fifth Avenue, New York, N. Y. Booths No. 315, 317, 318. Exhibiting: A complete line of toffee, hard candy and caramel automatic wrapping machinery, also Glen mixer. In attendance: W. H. Kopp, F. E. Youngdahl, F. R. Plum, F. E. Quick, Phil Schlemmer and several field representatives.

AMERICAN MAIZE PRODUCTS CO., 100 East 42nd Street, New York, N. Y. Booth No. 405. Exhibiting: Corn syrup unmixed and various types of starch used in the confectionery industry. In attendance: D. K. David, president; J. R. Bishop, assistant to the president; L. G. Preston, sales manager; C. G. Linker, assistant sales manager; Wm. Ackerman, Arthur Doscher, Tom Shea, R. E. Harmer, Dr. A. P. Hellwig, director of technical sales service; Emil G. Fisher, confectionery technologist.

AMERICAN SUGAR REFINING CO., 99 Wall Street, New York, N. Y. Booth No. 606.

ANHEUSER-BUSCH, INC., 721 Pestalozzi Street, St. Louis, Mo. Booth No. 314. Exhibiting: Corn products. In attendance: Homer F. Ziegler, vice-president; Oscar Wagner, assistant sales manager; Chas. G. Grupe, sales executive; Frank X. Ragan, Eastern Division manager; Guy G. Van Patton, sales representative; Homer H. Clark, sales representative.

ARTHUR BEULAH, New York, N. Y. Booth No. 612-A.

ATLANTIC GELATIN CO., INC., Hill Street, Woburn, Mass. Booth No. 403. Exhibiting: Ground edible gelatin. In attendance: J. H. Cohen, W. H. Jose, H. W. Cochran, W. I. Gorfinkle.

BAKER & CO., INC., WALTER, Dorchester, Mass. Booth No. 201.

BAKER-PERKINS CO., INC., Saginaw, Mich. Booth No. 206.

BRAZIL NUT ADVERTISING FUND, 60 Hudson Street, New York, N. Y. Booth No. 609. Exhibiting: A background showing picturesque and romantic conditions under which Brazil nuts are gathered. Included will be a native dugout canoe, shipped from the Amazon, that will be filled with natural Brazil nut pods. Brazil nut confections. Fifty new formulas for Brazil nut confections especially developed for this convention will be available to the manufacturers. In attendance: T. R. Schoonmaker, executive secretary of the Fund.

BRESKIN & CHARLTON PUB. CORP., New York, N. Y. Booth No. 503A.

BUHLER BROS., INC., 330 West 42nd Street, New York, N. Y. Booth No. 313. Exhibiting: STK dryer and roaster. In attendance: Werner Buner, Charles E. Gretsche, O. R. Schmalzer.

B. H. BUNN COMPANY, Vincennes Avenue at 76th Street, Chicago, Ill. Booth No. 506. Exhibiting: New line of manual cross tie machines for cross tying boxes ranging in size from a penny match box up to boxes 18 inches square, no adjustment being necessary to cover this range of sizes. In attendance: W. W. Spencer, J. L. Williams, D. P. Spencer.

BURRELL BELTING CO., 413 S. Hermitage Avenue, Chicago, Ill. Booth No. 504. Exhibiting: Display of all types of belting used in the candy factory. Also a new device called the Burrell Rotator Enrober Nosebar, a piece of equipment used on feed tables, bottomers and delivery tables. In addition, a new type glazed belt for chocolate coating. In attendance: Paul J. Buss, Earl F. Mayer, John M. Moyer and Arthur F. Schumacher.



Silver Gallery Leading to Exhibits

CALIFORNIA FRUIT GROWERS EXCHANGE, 616 E. Grove Street, Ontario, Calif. Booth No. 406. Exhibiting: Usual display of citrus pectin, citric acid and oils. In attendance: M. L. Chapman, T. E. Baker, E. L. Rhoads, C. Gallagher, C. K. Lyle.

FRED S. CARVER, 345 Hudson Street, New York, N. Y. Booth No. 209. Exhibiting: New cocoa presses, including the new Carver 5 pot press which has made it possible for the first time to put cocoa presses on a production line in connection with mechanical conveyors. In attendance: Fred S. Carver.

CHERRY-GLACE FRUIT ASSOCIATION, Brooklyn, N. Y. Booth No. 202.

CLINTON COMPANY, Clinton, Iowa. Booth No. 415. Exhibiting: Products manufactured. In attendance: R. E. Clizbe, Samuel Eisenstein, Geo. E. Corson, Samuel Clayman.

COCOA & CHOCOLATE, New York, N. Y. Booth No. 507A.

CONFECTIONERS JOURNAL, Philadelphia, Pa. Booth No. 502.

CONFECTIONERY & ICE CREAM WORLD, New York, N. Y. Booth No. 205.

CORN PRODUCTS SALES CO., 17 Battery Place, New York, N. Y. Booth No. 412. Exhibiting: Crystal Star corn syrup, unmixed, cerelose (pure dextrose), confectioners' starches. In attendance: John M. Krno, H. Fisher, D. Linn.

DU PONT CELLOPHANE CO., 350 Fifth Avenue, New York, N. Y. Booths No. 102, 103. Exhibiting: Comprehensive display packaged candy with emphasis on individual wraps—holiday numbers—and suggestions from our Package Development Section. In addition a dramatic sequence which should prove amusing. In attendance: M. C. Pollock, promotion manager; J. C. Jorgensen, New York sales manager; W. J. Waite, central sales manager; R. S. Crowley, C. B. Estabrook.

ECONOMY EQUIPMENT COMPANY, INC., 538 W. Pershing Road, Chicago, Ill. Booth No. 505. Exhibiting: Literature and information on their equipment. In attendance: John Sheffman, E. L. Rasmussen, R. W. Christiansen and Robert P. Rasmussen.

EPPELSHEIMER & CO., New York, N. Y. Booth No. 408.

HARRY L. FRIEND, 52 India Street, Boston, Mass. Booth No. 208. Exhibiting: Hand roll machines, latest improved models, 500 lbs. to 25,000 lbs. daily output. Hand and motor driven, semi-automatic and full automatic. In attendance: Harry L. Friend.

GENERAL FOODS SALES COMPANY, INC., 250 Park Avenue, New York, N. Y. Booths Nos. 305 and 306. Exhibiting: The booth will represent a tropical gambling den. The candy manufacturers registering at the convention will be eligible to play the big wheel of chance for prizes of Gem Coconut. The daily prize will be 5 cases of coconut, with a grand prize of 25 cases to the candy manufacturer having the highest number of points for the first three days of the convention. It is intended to announce the name of the winner of the grand prize at the banquet Wednesday evening. There will also be prizes for exhibitors and the ladies attending the convention. The General Foods trained chimpanzee will be on hand to renew his acquaintances. In attendance: H. P. Haldt, J. W. Cummings, J. Schoenly, M. Ferguson, C. MacCracken, G. W. McCullum, W. S. Dickerman, W. A. Pence, J. H. Baker, Jr., W. L. Bonney, D. H. Macauley, J. I. MacDonald, W. A. Preble, O. J. Truex, G. T. Brown, A. E. Olson, Jr.

GOODY MFG. CO., New York, N. Y. Booth No. 503.

J. W. GREER CO., 119-137 Windsor Street, Cambridge, Mass. Booth No. 312. Exhibiting: Photographs and blue prints of various types of chocolate coating and cooling machinery, as well as many special machines. In attendance: Don S. Greer and Fred W. Greer.

HERSEY MANUFACTURING COMPANY, Cor. E. and 2nd Streets, South Boston, Mass. Booth No. 214. Exhibiting: Scale model of complete Hersey Universal starch conditioning plant, showing the complete cycle of operation from the Mogul through dryer, cleaner and exchanger, back to Mogul. Working model controlled by full-size Hersey lag control. Working models of Hersey dryer and exchanger also. In attendance: W. P. Hersey, assistant secretary; H. W. Harrigan, assistant manager; J. A. Boyd, engineer.

IMPERIAL WOOD STICK CO., INC., New York, N. Y. Booth No. 304. Exhibiting: Lollypop sticks. In attendance: F. J. Hanafee, R. S. Hislop, L. B. Hanafee, O. H. Wiltz.

INTERNATIONAL CONFECTIONER, New York, N. Y. Booth No. 304.

A. KLEIN & CO., INC., 113-119 W. 17th Street, New York, N. Y. Booth No. 414. Exhibiting: Complete line of fancy packages for every holiday, also line of stock containers and novelties. Hearts their specialty. In attendance: Joseph Ehrenfeld, secretary.

KROMEX CORPORATION, 118 St. Clair Avenue, Cleveland, Ohio. Booth No. 507. Exhibiting: Hostess trays, relish dishes, ice buckets and other useful serving pieces especially designed for packing candy. Also new heart valentine boxes in chrome and glass. All pieces made of Kromex-Ware, a specially made chromium plated ware combined with glass and colored catalin. In attendance: Arthur H. Steuer, president; E. W. Asquith, sales manager and territory representatives.

J. M. LEHMANN CO., INC., 248-250 West Broadway, New York, N. Y. Booth No. 215. Exhibiting: No. 248-B tempering machine. In attendance: E. E. Mueser, president; Paul Hollstein, vice-president.

LUND LABORATORIES, New York, N. Y. Booth No. 602.

THE MANUFACTURING CONFECTIONER PUB. CO., 400 W. Madison Street, Chicago, Ill. Booth No. 402. Exhibiting: Confectionery publications, The Manufacturing Confectioner and The Confectionery Buyer. In attendance: Mrs. Earl R. Allured, Nevin I. Gage, R. J. A. McLaughlin.

MERCK & CO., INC., Rahway, N. J. Booth No. 508. Exhibiting: Display of ten or twelve of the most important Merck products for the confectioner—of which at least two will be dramatically displayed. In attendance: Messrs. Snyder, Messersmith, Mathews, Donnan, Englander, Staub, Smith, Cosby.

NATIONAL EQUIPMENT COMPANY, Springfield, Mass. Booth No. 210. Exhibiting: Chocolate tempering unit. In attendance: George A. Bausman, A. L. Bausman, H. C. Baum, Frank S. Moulton, B. E. C. Gillette, Chris Schoppner.

NATIONAL SUGAR REFINING CO. OF N. J., New York, N. Y. Booth No. 404.

N. Y. COCOA & CHOCOLATE EXCHANGE, New York, N. Y. Booth No. 310.

NORTHWESTERN CONFECTIONER, Milwaukee, Wis. Booth No. 310A.

NULOMOLINE CO., 120 Wall Street, New York, N. Y. Booth Nos. 104-107. Exhibiting: Different types of candies in which Nulomoline, Convertit, Grandma's Old Fashioned Molasses and Nulco MeloBan are used. Special

formulas have been developed for the trade for new types of bulk candies, 5c bars, penny specialties, etc., showing the advantages of standardized invert sugar, powdered ripened bananas, open kettle molasses and concentrated invertase. In attendance: Charles Fahrenkamp, Karl Fromm, Frank M. Waters, Richard S. Taussig, M. Eugene Berry, Charles E. Henry, Hugh Russell-Murray, Jas. A. King.

PACKAGE MACHINERY CO., Springfield, Mass. Booth No. 207. Exhibiting: Type FA and 22B machines. In attendance: A. B. Hull, E. G. Westervelt, C. Robillard, V. Peptitone, R. L. Putnam, G. A. Mohlman, Fred Taylor, M. N. Allen.

PENICK & FORD, LTD., 420 Lexington Avenue, New York, N. Y. Booth No. 610.

PILLIOD CABINET CO., Swanton, Ohio. Booth No. 409. Exhibiting: A display of fancy wooden boxes for the packing of candy. This will include miniature cedar chests unlined and those lined with silk and with mirrors, also large size cedar chests for the packing of from 10 to 20 one-pound packages, synthetic rare wood boxes lined with paper and silk, also with mirrors in the lid, many of them trimmed in catalin and beaded. Several new, outstanding numbers will be shown for the first time. In attendance: E. H. Bergin, sales manager; C. W. Kulp, New York manager; Harry Schechter, New York sales rep.; Ed. Kitche, Pa. and N. Y. state sales rep.; C. W. Young, New England rep.; Jack Goldstein, Pa. rep.

PULVERIZING MACHINERY COMPANY, Roselle Park, N. J. Booth No. 413. Exhibiting: Two complete Mikro-Pulverizers as used for sugar and candy scrap pulverizing will be exhibited. The smallest size made, No. 1SH, the other, No. 2TH, the next size larger. Also, there will be an interesting display of various types of sugar, each in unground and pulverized form. In attendance: C. D. Burtenshaw, sales engineer; J. J. Mueller, sales engineer; F. E. Oswald, sales manager; C. W. Ruprecht, sales representative; Louis Ruprecht, proprietor; Arthur L. Stern, sales representative.

RACINE CONFECTIONERS' MACHINERY CO., 1620 Racine Street, Racine, Wis. Booth No. 608. Exhibiting: Products made on Racine machines. In attendance: George D. Zirker.

REYNOLDS METALS COMPANY, 19 Rector Street, New York, N. Y. Booth Nos. 410-411. Exhibiting: Latest package developments adopted by prominent concerns in the confectionery industry which utilize Reynolds metals—metal bags, metal surface cartons, Unifoil covered boxes, Deko-art foils, holiday wrapping, metal labels and seals, and point of purchase displays. A package research laboratory will be set up for tests. In attendance: D. P. Carpenter, J. E. Dulaney, H. W. Kephart, C. F. Manning, F. S. Payne, Stewart Woodruff, F. H. Drexler, H. E. Dygert, I. P. Macauley, G. S. Nagle, J. C. E. Williams.

ROCKWOOD & CO., Brooklyn, N. Y. Booth Nos. 101-301.

ROSS & ROWE, INC., 75 Varick Street, New York, N. Y. Booth Nos. 105-106. Exhibiting: New Fries Tru-Conomy flavors. In addition to the flavors they will exhibit Yelkin, the standardized lecithin; Placto, the plastic milk, and Croco, the perfect fat for candy, and the result of research and development work done during the past year with these products in candy making. In attendance: J. Edward Rowe, president; W. F. Schlesinger, vice-president in charge of sales; J. P. Booker, vice-president in charge of service; E. J. McAuley, secretary and treasurer; J. E. Lynch, manager of Chicago office; Harry Smith, Canadian representative.

SAVAGE BROTHERS CO., Chicago, Ill. Booth No. 605. Exhibiting: Savage heavy duty steam jacketed kettle; Savage Model F6 Tilting mixture; Savage portable fire mixture; the Savage marshmallow beater; Savage water-cooled slab; quality mixers. In attendance: R. J. Savage, Bob Savage, Wm. P. Halpin.

F. J. SCHLEICHER PAPER BOX CO., 1811 Chouteau Avenue, St. Louis, Mo. Booth No. 316. Exhibiting: The newest in candy boxes, including special designs for all commemorative candy holidays such as Christmas, Valentine hearts, St. Patrick, Easter, Hallowe'en, and Thanksgiving Day boxes. In attendance: The four Schleicher boys—Louis, Frank, Allen and Lawrence.

ST. REGIS PAPER CO., New York, N. Y. Booth No. 612.

A. E. STALEY MANUFACTURING COMPANY, Decatur, Ill. Booth No. 509. Exhibiting: Confectioners' corn syrups and starches. In attendance: H. P. Dunlap.

(Turn to page 56)



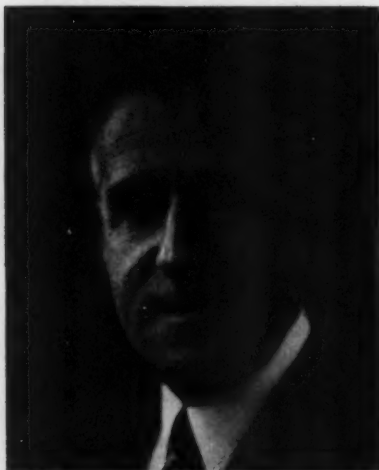
*Accent on
Better Mixing*

*Investigate—
"The Glen-Way"*

AMERICAN MACHINE & FOUNDRY CO.
11 FIFTH AVENUE . . . NEW YORK, N. Y.



THEODORE W. BUNTE
Bunte Brothers, Chicago, Ill.



SAMUEL E. JUDD
Life Savers, Inc., Port Chester,
New York



NORMAN S. REPERT
Luden's, Inc., Reading, Pa.

WHO'S WHO IN THE CANDY INDUSTRY

*Fostering the Idea of Getting Better Acquainted
with Prominent Members of the Industry*

THEODORE W. BUNTE

THEODORE W. BUNTE, president of Bunte Brothers, Chicago, might well be nominated as the Dean of American candy makers. Now completing his 51st year in the candy business, this master craftsman is recognized throughout the United States and Europe for his outstanding technical knowledge of candy manufacturing and raw materials.

Supervising to this day the production of the widely acclaimed Bunte candies, Mr. Bunte has pursued his career in the art of candy making since the age of 15 when he started under the guidance of his father, Ferdinand, who was one of the founders of the firm. Early developing a genius for originating new pieces and improving other items to a standard of exquisite quality and workmanship, Theodore W. Bunte has contributed immeasurably to the sum total of the progress which the industry has achieved with its products during the past half century.

Born in Philadelphia, Pa., January 16, 1870, Theodore Bunte was educated in the Chicago schools. In 1885 he entered the business which had been established by his father and two uncles, Gustav A., and Albert, together with Charles Spoehr. He became Vice-President and General Manager in 1906 when the firm became known as Bunte Brothers.

Upon retirement of the elder Bunes in 1917, Theodore succeeded his father as President. Associated with him now in the present management of the firm is his son Ferdinand A., who is Vice-President and Secretary.

Theodore W. Bunte has a genial personality, which has won for him many friends among his fellow manufacturers in this country and abroad.

His hobby is golf and he spends his vacations at his estates at Powers Lake, Wis., and Crestview, Florida.

SAMUEL E. JUDD

SAMUEL E. JUDD is Vice President of the company which manufactures that little piece of candy famous the world-over: Life Savers.

About five years before Mr. Judd took out a long term membership in the candy manufacturing industry, an interesting incident took place at an N.C.A. Convention in Cleveland. Clarence Arthur Crane, a package goods manufacturer, displayed a novelty piece of candy at the meetings. It was a flat mint with a hole in it, and, in honor of the occasion, decorated with a bow of blue ribbon. No one considered this novelty very seriously, although many funsters tied them to their buttonholes. Thus Life Savers made a jolly entrance into the world.

In the course of time LIFE SAVERS, Inc., succeeded the Crane Company in manufacturing Life Savers. But to get back to one of the masters guiding the destiny of Life Savers: Samuel E. Judd was born in Hartford, Connecticut. He

was graduated from Yale University.

During Mr. Judd's nineteen years with LIFE SAVERS, Inc., he has held the positions of Assistant Sales Manager, General Sales Manager, and is now Vice President. He was connected with the New York Telephone Company prior to his association with LIFE SAVERS.

It appears that Mr. Judd is mighty partial to the East. Born in the East, educated in the East, he even spends his vacations there. The exact place: Indian Neck, Branford, Connecticut.

Mr. Judd is married and has a daughter, Althea, aged twenty-two. He is a football enthusiast, reads all kinds of books and admits a leaning toward detective stories. He holds membership in one club, Yale Club in New York City.

NORMAN S. REPERT

NORMAN S. REPERT is Vice President in Charge of Sales of Luden's, Incorporated, Reading, Pennsylvania. He is a reserved, serious minded person, unmistakably a keen thinker.

He tells about himself in such a simple, direct, and interesting style that for an editor to tamper with it would be a sacrilege. Here it is:

"When I look back over the years of my life I find them filled with both disappointments and victories.

"It was my privilege to be born in a Pennsylvania Dutch country village, and after leaving the ungraded little red school house, accepted my first position as a salesman in the village store. After several years of this experience, I migrated to the city spending a few more years as a salesman behind the counter.

"Then recognizing the handicaps in lack of proper equipment, took up a business course in a commercial college, finally emerging as a stenographer. With this equipment, I entered the employ of the Reading Railroad Company, finally becoming a junior executive in that organization.

"In 1917 I entered the employ of William H. Luden as a stenographer in the sales organization and it happened that there was no coordination in the Purchasing Department, when I sensed an opportunity and developed a Purchasing Department, to spend several million dollars annually. I finally succeeded in getting the appointment as Purchasing Agent.

"In 1931 I was fortunate in being appointed Sales Manager in the Luden organization under its present management, Daniel W. Dietrich, President. On November 1, 1935, I was again fortunate in being appointed Vice-President in Charge of Sales and general operation."

When in New England, his favorite food is lobster. In any location his favorite sport is football.

Mr. Reppert is active in the affairs of the Kiwanis Club of Reading and he is interested in Albright College.

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MAY, 1936

NUMBER 5

SPECIALIZATION Trend Among Candy Manufacturers

★ By EDWARD M. JOHNSON

(Fourth in a Series on Plant Engineering)

IN previous articles we have discussed various phases of modern plant operation and their relationship to low-cost production. We have particularly pointed out that the companies which are making a profit are the ones that are operating most economically, and in keeping with today's price structure. These firms have either specialized on one specific line of goods or they have set up departments in which highly specialized and efficient methods are employed in producing their different lines. In other words, among our successful manufacturers we have: (1) some specialty firms, and (2) a few of the general line firms which in actuality have become equivalent to a number of specialty firms under one roof. General line firms operating on this basis of highly specialized departments are technically in the specialization group—both in respect to production methods and the ability to sell their goods in competition with specialty houses. But not all general line firms are so organized.

In view of the growing trend toward specialization; with its advantages for the manufacturer who specializes and its competitive effect upon other companies in their markets, the industry is becoming increasingly interested in this question of specialized plant production.

Concentration of effort on selected lines seems to be the trend today in all fields of endeavor. This

AUTHOR'S study of industry reveals approximately 42% are strictly specialized manufacturers, plus 23% specializing general line manufacturers—totaling 65% in specialized manufacturing. Approximately 35% remain general line factories. . . .

is an age of specialization. We find specialists in the professions and in all classes of business and industry. In the manufacturing field, the one who can set up to do a given job better and cheaper than the other fellow—who is trying to do everything, and not anything particularly well—is the one who gets the business and makes the money. These manufacturers have taken advantage of modern labor-saving machinery and other improved equipment. By co-ordinating these machines and concentrating their efforts, they have developed ways and means of producing specialized merchandise with the utmost efficiency. It is not surprising, therefore, that these concerns are able to produce standardized quality, give more for the money, and operate profitably—while their competitors who are using obsolete methods cannot compete.

Take a few outside industries, for example: In the metal working industry there are plants which

specialize almost entirely on nuts and bolts. They make a number of different kinds and sizes, but they are all made on the same type of machines. Again, there are factories set up to do screw machine work exclusively. They sell their products to other manufacturers who are making machines and who are unable themselves to produce these parts as economically.

The automobile manufacturers are an outstanding example of producers following one general scheme of things. They formerly made pleasure cars, delivery wagons, and trucks all in the same plant. But now they have set aside separate plants for the manufacture of trucks, etc. They may produce some light delivery cars in the main pleasure car plants, but these trucks are only different bodies set on the standard chassis.

In our allied industry, the baking field, we find some concerns baking bread only, while others specialize on biscuits. And so it goes, on through the range of industries.

Specialized manufacturing has become very definitely established in the confectionery industry. Our bar goods manufacturers are notable examples. Others are specializing on marshmallows, jellies, hard candies, pan work, lozenges, caramels, chocolate goods, nut goods, licorice confections, penny specialties, etc. And when we review the situation, it is astonishing to discover how well many of these specializing companies have succeeded. The extent to which the industry is specialized is probably not realized by many of its members.

65% of the Industry in Specialized Manufacturing

It may be surprising to learn that of the total confectionery and chocolate manufacturers in this industry today, approximately 42% are strictly specialized manufacturers. In addition to these, approximately 23% are specialized general line manufacturers; which in broad terms accounts for about 65% of the industry on the side of specialization. The remaining approximate 35% are straight general line factories.

This information, which is now revealed for the first time, is based upon the recent analysis of the CANDY BUYER'S DIRECTORY OF MANUFACTURERS published by THE CONFECTIONERY BUYER,* which lists firms distributing nationally or sectionally over a state or more. Authentic questionnaires supplied by manufacturers for compilation of the Directory were also checked when the study was made in connection with this article for THE MANUFACTURING CONFECTIONER.

In terms of volume of production, we have estimated, from the Department of Commerce figures, that approximately a minimum of 72% of the entire

industry's volume is produced by these specialized and specializing general line manufacturers.

Development of Specialization

A large number of confectionery firms operating today have developed through the years as general line houses, having added from time to time a wide variety of goods. During these years of development, nearly all were in the same class as to manufacturing methods and equipment. Some, of course, showed outstanding ability in producing good merchandise and developing successful marketing methods. These firms attained leadership in the business, although nearly all manufacturers made progress during the early years of the industry. They prospered and grew as time went on. But with some a peak has occurred in their business and their sales curves have declined. Many causes can be attributed to this situation: changes in marketing conditions, failure to keep abreast of the times in merchandising, packaging, production methods, and, perhaps to a large extent, the development of the specialized manufacturer who is in a position to quote better prices and still make a desirable profit.

Specialization is a part of the evolution of this industry, in fact, of all present-day industries. In the course of the development of modern candy making machinery, departments grew up in the progressive firms, especially fitted to do certain things. These departments were prepared scientifically with modern machinery, including air conditioning and other equipment which made them independent of weather conditions and other unstabilized elements. Thus was made possible standardized quality production day after day.

Eventually the progressive manufacturer found that he was in a position to produce some items much better than others and the trend of his sales seemed to be in this direction. Therefore he concentrated a little further until he found that he was specializing in these goods and could produce them better than his competitors. So he became a specialist in that field. Although due to trade conditions and sales experience over the past years, he still found it necessary to make other items and maintain his general line of merchandise.

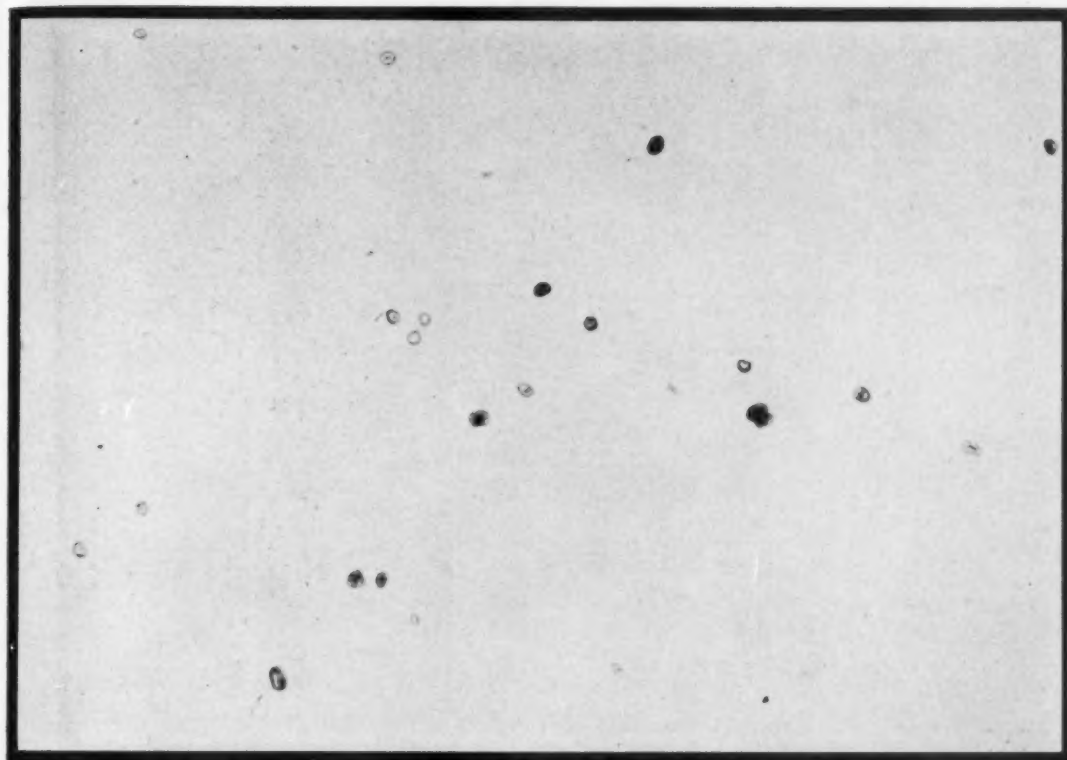
Again, there have been other factories start from the beginning with the thought of specialization. These factories have taken one item and developed it to a high quality, manufactured by the most efficient methods of production, which have enabled them to become a strong factor in the field on this particular type of goods.

Advantages of Specialization

The advantages of such concentration are apparent. The manufacturer is in a position to de-

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*The CANDY BUYERS' DIRECTORY is published annually in September by The Manufacturing Confectioner Publishing Co.



NO. .

SHILLABER

GELATINS . . .

A Rapid Jelling Test by Microscope?

★ By **CHARLES P. SHILLABER**
and **CLARENCE P. HARRIS**

THERE are two serious objections to the present methods for testing the jelling strength of gelatins. The usual procedure is to make up the gelatin solutions, allow them to stand overnight, and examine the relative stiffness of the jellies the next morning. The first objection, therefore, is that the elapsed time is usually eighteen hours before the test can be completed. When the gels have set, they are often tested by the resistance offered to the pressure of the finger, as compared with standard grades. Accuracy is therefore only approximate.

The writers have made a preliminary investigation to determine whether it is possible to devise a microscopic method for the testing of jelling strength within, say, a half hour. It has been found that the strength of the gels varies directly with two independent factors: the frequency and the size

NEW scientific investigation is started by these Microscopists to determine if a microscopic method can be devised for the rapid testing of jelling strength. . . . The "M. C." introduces new technical series on Industrial Microscopy applied to materials.

of the colloidal particles. By "frequency" is meant the number of colloidal particles appearing in a given volume under the ultra-microscope. This factor can be measured with accuracy. The size of the colloidal particles is more difficult to determine in a mathematical relationship. Upon the success of developing a quick, simple method for this determination depends the answer to our question of whether a rapid jelling test can be devised. Work on this determination is in progress and a report



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concerning it will appear in an early issue of *The Manufacturing Confectioner*.

If the estimation of particle size can be performed quickly and without difficulty, then it might be necessary only to prepare the gelatin *sols* in the customary manner, using the proportions of gelatin and water recommended by Dr. Stroud Jordan in the December 1935 number of this publication. There will be no need to wait until the gel is formed, but a portion of the sol may be transferred directly to a prepared slide, and the frequency and particle size measured at once on the stage of the ultra-microscope. In this connection it is desirable to point out that any good microscope can be made into an ultra-microscope by the simple addition of a cardioid condenser, a piece of equipment which is not expensive.

The availability of the microscope for examination and testing of gelatin is exhibited by the literature, as, for example, Schneider,* who has graded gelatins according to the number of insoluble particles and the number of micro-organisms per gram of material.

This investigator does not appear to be interested in the strength of the gels, but grades the gelatins as "A," fit for medical use and containing less than

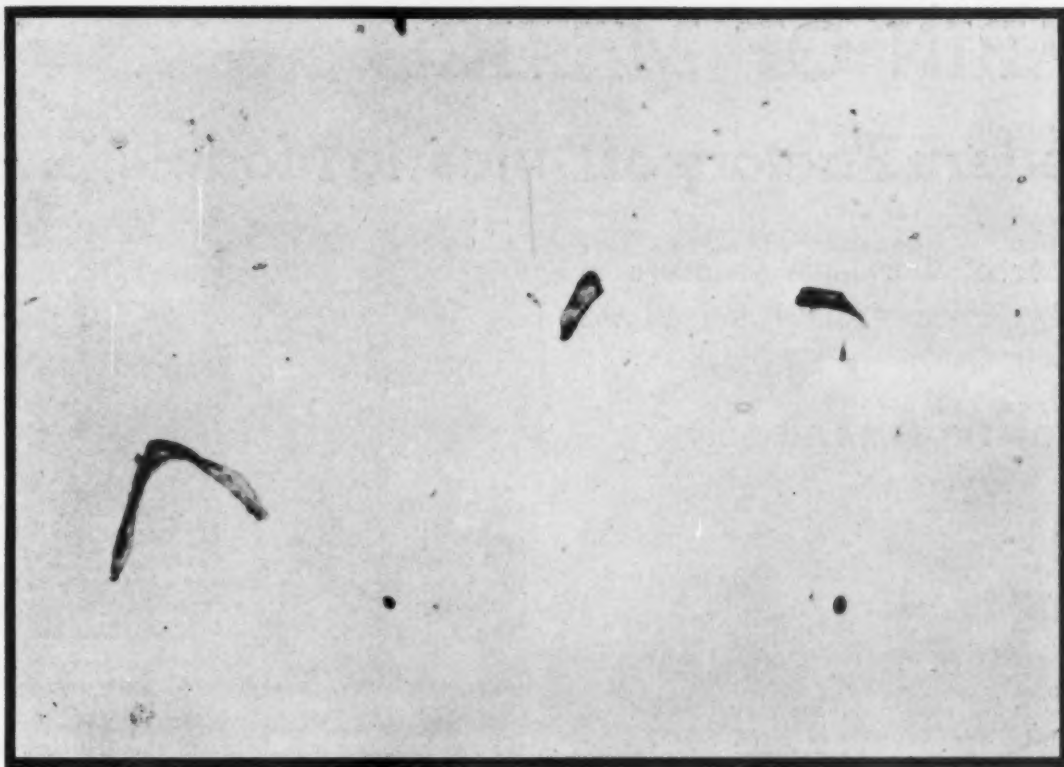
500,000 micro-organisms per gram, no mold, and no insoluble particles; "B," fit for human consumption and containing less than 1,000,000 insoluble particles, 200,000,000 bacteria and 50,000 mold hyphae per gram; and "C," technical, containing less than 10,000,000 insoluble particles, 800,000,000 bacteria and 2,500,000 mold hyphae per gram.

We have found that a concentration of one part gelatin dispersed in two parts of water is suitable for a microscopic comparison of dispersion and the amount of dirt present. The samples were prepared as follows: One gram of each gelatin was weighed and placed in a test tube with 2 cubic centimeters of distilled water. The tubes were allowed to stand overnight at room temperature and were then heated to 80° C. until no more would dissolve and cooled to room temperature. Slides with laminated Bakelite cells were used as mounts. The cells are about 1½ mm. high and can be had with either 1, 2 or 3 cells on a slip.*

A few drops of the gelatin sol were placed in the cell and the cover dropped on. This definite thickness of material helps to standardize the examination and is more accurate than putting a drop of the sol on a slip and then dropping on a cover. Under the conditions outlined the specimens can be examined by the process of optical sectioning, that is, as

*Schneider, *Microbiology and Microanalysis of Foods*, p. 179, P. Blakiston's Son, Philadelphia, Pa., 1926.

*Supplied by R. P. Cargille, New York.



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the objective is lowered or raised, successive planes through the sample come into focus.

Sample No. 1 (Photograph No. 1) showed uniformity in the amount of undispersed gelatin and but little dirt.

Sample No. 2 (Photograph No. 2) gave good dispersion with some dirt.

Sample No. 3 (Photograph No. 3) shows much dirt. In this case the extraneous matter is to a large extent fibrous and may be identified by its structure. The thin walled collapsed tube appearance of cotton is very evident.

The photographs were made with these conditions:

Objective: Zeiss 30 mm. apo.

Eyepiece: Leitz periplan 10X.

Camera extension: 560 mm.

Magnification: 110.

Screens: Wratten No. 57.

Condenser: Leitz, medium focus.

Illumination: Busch lamp, 250 W projection bu'b.

Pan. Comm film, 5x7 4 sec.

Eastman dev. D-61.

The optical arrangement which gave the best results for usual work included a long focus condenser—single lens—with a 25 or 30 mm. apochromatic objective with a 15 X eyepiece. In this way considerable

depth of focus was obtained at a magnification of 75 diameters. If desired, a network micrometer scale can be used in the eyepiece and quick counts and measurements can easily be made for comparison.

Measurement of Jelling Power

The gelatins were dispersed in the ratio of one part to twenty of water. They were heated to 160° F. and maintained at this temperature, with agitation, until they appeared to be completely dispersed. This required less than ten minutes at this concentration. They showed the following order of properties:

TABLE I.

Sample No.	Foaming	Odor Hot	Clarity	Firmness of Gel.
1.....	Best	Second	Best	Poorest
2.....	Second	Best	Second	Best
3.....	Poorest	Poorest	Poorest	Second

The gradations in the table are some which are ordinarily made in the routine examinations. The gelling strength was examined after the sols had stood at room temperature overnight.

Ultramicroscopical Examination

Under the ultramicroscope all the samples showed perfect dispersion at a magnification of from 900 to

(Turn to page 58)

LARIÑ OF MEXICO

Modern Factory of Dulceria Modelo, S. A.

Another of Our Little Journeys to
Candy Plants Around the World

As Described By
★ **FERMIN SERRANO**

Factory Manager, Dulceria Modelo, S.A.
Mexico City, Mexico

EVERYBODY in Mexico is familiar with the Lariñ brand of confections, which are made by Dulceria Modelo, S. A., in Mexico City. This concern operating in the most up-to-date plant consisting of seventeen buildings covering an entire city block, is said to be the largest confectionery factory in Mexico and Latin America.

Established in 1900 by Mr. José A. Lariñ, the Lariñ products have become widely recognized in this part of the continent for their distinctive character and mod-



Elaborate Retail Sales Room in Connection With the Factory.



Front view of main building in group of 17 buildings covering an entire block in Mexico City, one of Mexico's largest candy factories.

ern merchandising appeal. From a modest beginning, the factory has developed to extensive proportions with many outstanding features. It is fronted by an imposing building containing the largest and best equipped salesroom, replete with a great variety of confections and novelties—attractively displayed and tempting to the most discriminating buyers.

We manufacture all kinds of candies, including chocolates, hard candies, pastilles and other confections; as well as chewing gum, novelties, preserved fruits, crackers, etc. Each product is a specialty of our own, made from the very highest standard raw materials, all of which are rigorously examined before using. This is accountable for the unique character of Lariñ products. Among our leading items are Lariñ Chocolates and Hard Candies, and Dumosa, chewing gum.

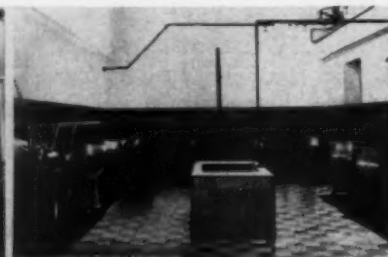
An outstanding factor in the romantic development of this enterprise in a country historically known for its romance and adventure, is the great effort made by our founder, Mr. Lariñ, during his first years in



Candy Manufacturing Department.



An Extensive Pan Department.



Cooking and Sterilizing Apparatus.



Section of Starch Room



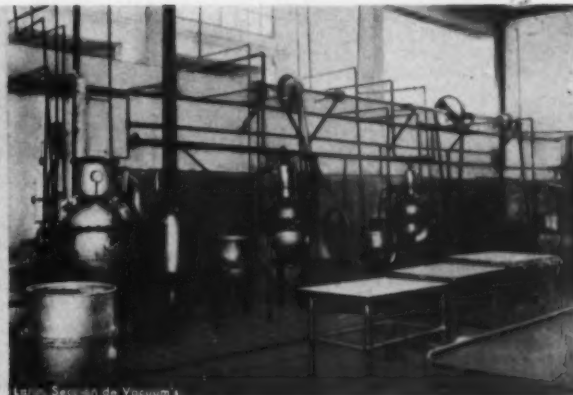
Part of the Laboratory.



Chewing Gum Department.



Eugenio Serrano, President, and son, Fermin, in Chocolate Dept.



Vacuum Cookers in the Dulceria Modelo, S. A., factory.

business. His only co-workers were some members of his own family, using very rudimentary implements, working in rooms of his home. Even in the face of such drawbacks he turned out candies of the highest quality and presentation, which were readily accepted by the public, soon gaining a major place in the market despite the competition of other larger and better equipped manufacturers. The industrial life of the company started in this way, and we consider with pride that it is now the number one factory of the whole country.

Upon the passing of Mr. Lariñ several years ago, the concern was incorporated under its present name, but the products are identified by the name "Lariñ." The successors of the founder, headed by Eugenio Serrano, President, have followed Mr. Lariñ's example

to the letter, and continued in recent years with marked progress, becoming creators of all kinds of novelties and confections. The brand name to young and old alike has become synonymous to "very good, insuperable."

Eugenio Serrano has been associated with the concern for many years, having been in charge of production previous to ascending to the presidency.

Modern Production Methods

With a production capacity of 6,000 kilos daily, our manufacturing facilities are laid out in accordance with modern confectionery production methods. Each department is highly specialized and occupies a separate building, adjoining the others in proper relationship.

Most of the buildings are of single story construc-



A Section of the Hard Candy Cutting Room.



Another View of the Extensive Hard Candy Department.



Reading from Top to Bottom: Wrapping Department, Section "A" in what is said to be Mexico's most modern confectionery plant. Next is Section "B" of the Wrapping Department. Then we see a view of the Chewing Gum Wrapping Department, and a section of the Garage.

tion, simplifying routing of the goods from one department to the other along the process line of production and wrapping. The aisles in all rooms are wide and are never permitted to become obstructed, thus allowing free passage of trucks and movement of goods at all times.

Sunlight prevails throughout the seventeen buildings, afforded by the construction of windows around the walls above the working height in most cases. This arrangement both eliminates the necessity of much artificial lighting and also permits full usage of wall space.

The accompanying photographs show views of some of our departments. Orderly working conditions, we believe, are essential to efficient, volume production, and we consider cleanliness a requisite to good quality. You will observe that we insist upon these in our factory.

Our employees, who average in number 184 in our factory and 60 in other departments, are entirely uniformed. Strict adherence to rules of sanitation are observed by both men and women employees. The sanitary laws of our country of course include candy.

We have our own power plant and employ air conditioning in divisions of the factory where it is particularly needed in connection with manufacturing processes. Perhaps contrary to what many in other countries might suppose, the atmospheric conditions here do not greatly affect candy manufacturing, as we are glad to say that the temperature in Mexico City is quite cool.

Manufacture Own Chocolate and Chicle

The process of chocolate manufacturing, from beginning to the end, is done entirely by us. Producing a fine grade of chocolate from selected beans, this department is outstanding, and is located adjacent to the dipping section.

We also refine our own chicle for our chewing gum. Sections of the gum manufacturing and wrapping departments are shown in the photos.

Views of our cooking room, vacuum cookers, sterilizing apparatus, starch room, hard candy department, pan work department, wrapping departments, and garage are also included among the pictures.

A laboratory is maintained for testing raw materials and assisting with tests in the control of quality production.

It may be of interest to know that the flavors which are particularly popular in this country are lemon and orange.

Included in the many facilities of Dulceria Modelo, S. A., besides its numerous confectionery producing departments, are a box making plant and a division for manufacturing novelties, dolls, and similar items which augment confectionery sales here.

With all our emphasis upon products of merit and

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RETURNED QUESTIONNAIRES SHOW

91% FAVOR PUNCHBOARDS

In Survey of Package Goods Producers

NINETY-ONE per cent of the package goods manufacturers of the confectionery industry who returned questionnaires in a survey made by this publication during the past two months approve of candy merchandise being sold by means of punchboards or pushcards. The survey brings to light the collective opinions of package goods manufacturers, which heretofore have never been assembled for the information of the industry. Their attitudes will be of special interest at this time when the Federal Trade Commission is pressing lottery and unfair trade practice charges against some candy manufacturers who are selling their packages by means of punchboards.

In presenting the survey results THE MANUFACTURING CONFECTIONER repeats that its policy is one of impartiality in the interest of fairness to all branches of the industry, particularly in regard to competitive problems revolving around individual opinions which vitally affect a substantial number of manufacturers.

It is axiomatic that the facts and opinions of a given group must be obtained and considered if a satisfactory solution to a mooted question of trade practice is to be achieved by the industry. Therefore as a service to the industry, and in fulfillment of its function as "a sounding board of industry opinion," we sent questionnaires to package goods manufacturers throughout the country, requesting replies to the seven questions presented and summarized herewith.

Realizing the reluctance of some firms to state whether they use punchboards, and in order to encourage as much freedom of expression as possible, it was clearly indicated that we were not asking if the manufacturer sells this type of merchandise, but rather what was his reaction to the practice.

Summaries of the replies are given below.

91% Approve of Punchboards

Question 1. Do you approve or object to candy merchandise being sold by means of punchboards?

In answer to the question of approval or disapproval, 91 per cent of the manufacturers responding indicated their approval of punchboards, and declared they do not object to any firm using them. Some company executives wrote lengthy letters expressing their views.

A number offered congratulations upon our bringing to light opinions on the subject. One executive made a strong point of his conviction that the only way the industry can arrive at a satisfactory solution of problems of this character is for every manufacturer to express his policy frankly in order that a comprehensive summary of the facts and opinions may be revealed. He pointed out the futility of firms trying to keep secret their policy and practice on the use of punchboards when such practices can easily be checked in the trade, whereas an open declaration and exchange of views such as is commonplace in other industries would reveal the majority opinion and tend toward

an accepted industry attitude on this controversial subject.

Another manufacturer enclosed a copy of his letter to the N. C. A. in which he urged the association to take the matter up and adopt a stand in favor of punchboard merchandising. He stated: "While some manufacturers do not handle them direct, they are well aware that their jobbers are dependent upon this type of promotion to dispose of the merchandise which they buy, and I do not see why the National Association should not come out definitely in favor of retaining punchboards as a legal means of sales promotion. Only by getting a definite expression of opinion from all members can the national policy be guided, and I think an active rather than passive attitude should be adopted in general policies."

One of the large manufacturers indicated that his company does not object to punchboards if they are held to be legal, while he omitted this qualification in his answer to question 2, which indicated he had no objection to his customers using his packages on punchboards.

Objection to candy being sold by punchboards was expressed on 9 per cent of the returned questionnaires. These were from highly priced package goods houses. One firm also making this class of goods replied that "the subject is so very controversial that we prefer not to express our views at this time." Disapproval, however may not be considered as predominantly characteristic of the attitude of all fancy package goods firms, as many of these producers are among the 91 per cent approving.

95% Do Not Object to Customers Selling Their Packages on Boards

Question 2. Do you object to your customers using your packages on punchboards?

All of the firms answering in the affirmative on question 1 indicated that they have no objection to their customers using their packages on punchboards. One company specified particularly its interest in fairness to both the distributor and the public. "We do not object as long as the jobber and dealer make a reasonable profit and the consumer is not victimized," said this manufacturer.

Among the 9 per cent objecting, one firm instead of voicing its objection declared, "We are helpless there."

35% Estimate Volume by Sales Boards Is 50% or Over

Question 3. What percentage of the total amount of package goods marketed do you believe is sold through punchboards?

Answers to this question were estimates based on each manufacturer's contacts in the trade. The figures covered a wide range, although 25 per cent of the re-

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CORN SYRUP

Developments and Analytical Data

★ By DR. STROUD JORDAN

THERE can be no possible question raised as to the acceptability of corn syrup, singly or in combination with other acceptable materials when used in the preparation of confections. As an energy ration, composed of dextrin, dextrose and maltose, along with small fractions of a percent of mineral matter and organic non-sugars, it ranks high in calorific value. These are established facts and require no embellishments. Continual research in its preparation has developed standardized procedure so that little change in composition will be found in succeeding lots of corn syrup received from any of its producers.

Over twenty years of experience with corn syrup has shown that it has passed through many stages of development. For example, during the years 1912 to 1919, inclusive, records of analyses of corn syrup bought and used show the following comparative values:

	High	Low	Average
Moisture	23.05%	13.99%	18.02%
Ash	0.44%	0.12%	0.25%
Cupric reducing power.....	.5361	.4196	.4894
Total solids	85.57%	76.95%	81.17%
Specific rotation	150.40°	124.10°	136.31°
Maltose	42.10%	33.23%	37.05%
Dextrose	21.54%	13.39%	17.57%
Dextrin	34.74%	20.75%	27.07%

It should be recalled when considering reported values that samples were received from a number of different sources and represented available 43° Baume syrup. A few samples were of foreign manufacture and were produced from potatoes. The majority were of domestic manufacture and produced from corn. For intended use these samples were valued on sugar content rather than on total solids, with the result that many of the samples showed high while others were of medium conversion. This will be borne out by reference to specific rotation.

In considering maltose and dextrose, along with the percentage of dextrin present, it must be remembered that these values are not absolute. They were calculated from cupric reducing power, total solids, and specific rotation, using Defren's tables and expressed in terms of maltose, dextrose, and dextrin per unit carbohydrate for each degree of rotation of normal acid hydrolyzed starch solutions. All values were determined prior to 1920, and in this

PROPERTIES of corn syrup revealed in comparative tables of analyses made 20 years ago and today.

connection it should be remembered that the demand for materials during the period represented by 1917 to 1919 inclusive was of such a nature that standardization was next to impossible.

Later Developments

Following the period of the World War there was a threatened attempt to return to normalcy. Some manufacturers produced a corn syrup containing from 45 to 55% of reducing sugars, calculated as dextrose when based on 43° Baume syrup weight, in an attempt to make a product which would be sweeter in character. Such a syrup was not uni-

versally acceptable, especially when used in marshmallow, nougat, and other types of beaten food products. While it is true that the greater the percentage of sugar the sweeter the resulting syrup, at the same time there will be less dextrin, and this value often determines whether or not the syrup is suited to creaming and beating operations. Confectioners soon realized this fact and low conversion corn syrup containing a high percentage of dextrans was demanded for this purpose. In some plants it became customary to buy both the high and low conversion types but this necessitated two different distributing systems, including tanks, pipe lines, and pumps, which was unsatisfactory. Further practical research led to the demand for an all-purpose syrup of the medium conversion type, and as a result present suppliers will average in the neighborhood of 53% dextrin and 47% reducing sugars calculated as dextrose when based on total solids. The moisture content in such a syrup usually runs

from 17 to 18%, depending entirely on how it is determined.

In all these developments the effect of acidity has been recognized and an attempt has been made to keep it always nearer the neutral point. The majority of syrups tested recently show a pH in excess of 5, some reaching 5.5. In a very few cases values as low as 4.6 have been noted. If the pH value does not fall below 4.5, the "candy test" will rarely show excess inversion, but, of course, there is an optimum point at which the pH value of corn syrup should be maintained. In general, the nearer the neutral point after 4.5 has been passed the greater the tendency towards color formation.

Recent Analytical Data

At the present time it is possible to obtain high conversion corn syrups which will show more than 50% of reducing sugars based on total solids. In such cases it will be noted that dextrin and reducing sugars have more or less reversed position when compared with the average 43° Baume syrup. It will perhaps be interesting to examine present-day results obtained upon analysis of a number of corn syrups produced by different manufacturers.

	High	Low	Average
Moisture	17.51%	15.41%	16.46%
Total solids—Brix refractometer	85.0%	83.7%	84.2%
Ash	0.19%	0.13%	0.16%
Sulphates	0.050%	0.020%	0.030%
Sulphur dioxide	39.8 ppm.	17.8 ppm.	24.5 ppm.
Chlorides	0.30%	0.16%	0.20%
Acidity as hydrochloric	0.019%	0.013%	0.016%
pH value	5.5	4.6	5.1
Reducing sugars before inversion	37.50%	32.85%	35.24%
Reducing sugars after inversion	37.30%	31.95%	34.63%
Polarization direct N/2 at 20° C.	+91.6°	+87.8°	+90.05°
Polarization invert N/2 at 20° C.	+92.7°	+88.8°	+90.63°
Polarization invert N/2 at 87° C.	+88.6°	+84.8°	+86.71°
Polarization 10% after fermentation	+54.6°	+47.9°	+50.73°
Dextrin	47.80%	41.94%	44.43%

If a comparison is made between the high, low, and average values reported it should be borne in mind that the moisture determination has been made by drying out on sand at a temperature of 105° C. for a period of eighteen hours, while the total solids determined by the Brix refractometer is a direct reading at 20° C. without taking into account any correction factors which would necessarily be applied in order that the total solids will be correct. The solids reported, however, will be of value insofar as comparative purposes are concerned, since the correction factor is practically the same in each case and therefore not of moment. A reasonably close comparison of many samples shows that there is little difference insofar as solids are concerned.

If we consider the high, low, and average results it is to be noted that the total reducing sugars de-

termined gravimetrically show a variation of approximately 4.5% as a maximum but in the majority of all samples analyzed it was found to be less than 2%. The reducing sugars after inversion in every sample examined, except one, have shown a slight decrease, which is to be expected. However, in one sample there was an increase of .55% and this was checked many times. Any increase in rotation would of necessity be due to some change brought about by the action of acid under standard conditions on products that have exerted a lower rotation previously. It is the exception rather than the rule.

The reason for determining values at 87° C. is due to the fact that in any determination of sucrose and invert sugar in the presence of corn syrup it becomes necessary to invert sucrose and then to polarize at 87°, at which point the reading on invert sugar is 0°, leaving the total reading dependent upon dextrans and dextrose present, provided no lactose is in the same solution. Naturally lactose is not likely to be formed in corn syrup, since it is natural to milk products. Specific rotation was not made on these samples because it is of doubtful value in estimating corn syrup composition.

As a check on results, dextrin has been determined by fermentation. The standardized method followed has caused all of the sugars present to be changed into alcohol and carbon dioxide, leaving only unfermentable carbohydrates which are largely composed of dextrans. The rotation of this material, when multiplied by a factor determined previously, showed the proportion of dextrin insofar as the average 43° Baume corn syrup is concerned. This value becomes of interest in the determination of added dextrose in the production of food products. If, however, a high converted syrup is employed, this value cannot be applied unless a factor has previously been determined.

Progressive Standardization

It is quite evident when results obtained on recent offerings of corn syrup are compared with those ob-

Retail Confectioners Convene in Boston



H. R. DIMLING

The Associated Retail Confectioners of the United States were scheduled to hold their 20th Annual Convention at the Statler Hotel, Boston, Mass., May 18 to 20. Indications were, as this issue went to press, that it was to be the biggest and best Convention held in the history of the A. R. C.

With President Herbert R. Dimling, of Dimling's Candy Shops, Pittsburgh, Pa., presiding, the program centered around addresses covering employee-relationship, selling, merchandising,

containers, retail candies, store equipment, business conditions, and national legislation.

Some of the leading manufacturing retail confectioners from all sections of the country were among the speakers on the program released by Secretary W. D. Blatner of Chicago.

Exchanging ideas on their successful confections and methods of operation have become characteristic of the splendid cooperative spirit prevailing among the A. R. C. members in their Convention meetings.

The speakers and their subjects included the follow-

ing: Chester A. Asher, Jr., Philadelphia, Pa.—"Human Retailing"; Heber Harter, McNally-Doyle, Cleveland, Ohio—"Selling Widely Priced Lines"; Harold T. Hayes, Quaker Bonnet Sweets, Orchard Park, N. Y.—"Distinctive Retail Confectionery Pieces"; John Mavarakos, St. Louis, and others featuring exceptional packages; M. D. Meiss, Putnam, Inc., Cincinnati, Ohio—"Merchandising of Candy at Retail"; Ackley R. Slee, of Filene's, Boston—"Employee Salesmanship Training"; James T. Mangan, Mills Novelty Co. of Chicago—"Building Ice Cream Profits"; Dr. I. N. Kugelmass, Fifth Avenue Hospital, New York, and John M. Krno, Corn Products Refining Co., New York—"Candy as a Food."

A special display "performance" in the form of a "beauty chorus of glorified goods" replaced the usual theater party on the evening of the first day. Best selling packages brought by the members were to be featured. Exhibits of the members' regular candy lines, specialties, novelties, and advertising material have become high points in the A. R. C. conventions.

Professor James B. Toner, of the Business Economics Dept., Boston University, was to speak on legislation of interest to the retailers.

A complete report of the convention and addresses will be given in our next issue by Mrs. Earl R. Allured, who is attending the convention as we go to press.

tained more than ten years ago that corn syrup production is more closely controlled, assuring a standardized product. The confectioner and specialty food manufacturer have little to worry over when such material is bought, since almost any supplier will furnish a product that is comparable in value. It is a fact, however, that in some instances color is developed more readily when one product is used than when another is employed. This may be due to different processes of decolorizing which are employed. Recent development in the control of sugar syrups, in which the Tyndall effect is employed to detect cloudiness, has proved beyond doubt that there is a variation insofar as the removal of colloidal materials is concerned, and that where clarification is more efficient a resulting syrup is obtained which has less tendency to form color. This is interesting since results were reported in "Confectionery Problems" showing the effect obtained in two samples of corn syrup retained for nine years. The color in the case of one sample had increased until the resulting product was a dark golden yellow. In the other, very little change had taken place during the same period of time. One of these syrups had been decolorized by the usual bone char process, while the other had employed vegetable carbon. It does not necessarily follow, however, that the use of one decolorizing agent is more efficient than the other, provided the same care is taken in the handling of the clarified and decolorized liquor prior to its evaporation.

Much has been said during the past few years

concerning the presence of sulphur dioxide, acids, salts, heavy metals, and the like. It can be reasonably stated that in no case where samples of corn syrup were taken and examined that sulphur dioxide, free and combined, exceeded forty parts per million and that this value, if taken after the syrup has been stored for a period of two or three weeks, will have been lowered to such a point that it will rarely show as much as twenty parts per million. This fact is accounted for largely by the change of sulphites into sulphates. In the table, sulphates are reported in percent while sulphur dioxide is reported in parts per million, and if we are to make a comparison between these two materials it will be necessary to realize that percentage of sulphur dioxide will show a transfer of the decimal point. For example, if we are to consider twenty parts per million, this will mean .002%, which will be approximately one-tenth as much as the sulphates present. Chlorides are reported in percentage and are to be found due to the fact that any small quantity of hydrochloric acid that has been employed in the conversion process has been neutralized. This is generally done by the addition of a salt containing a relatively weak acid and a strong base such as sodium acetate, in which case acetic acid, which is the same acid as will be found in cider vinegar, is liberated, and since its boiling point is only slightly higher than water, it will be removed in its practical entirety during the process of evaporation. Irrespective of statements which have been made from time to time concerning the percentage of heavy

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*"Confectionery Problems"—Stroud Jordan, Confectionery Studies No. 1—May, 1930.



EDITORIAL

The Convention's Value

MANUFACTURERS should be well repaid for attendance at the 53rd Annual N. C. A. Convention, as its program is undoubtedly one of the most practical and constructive schedules of discussions featured in conventions of recent years. Virtually all of the addresses are to be given by members of the industry who are especially qualified to present valuable information on their particular subjects.

The program is built around problems of management, production, and sales policies, suggested mainly by the manufacturers themselves during recent months. The industry members have thus had a major part in shaping the program in accordance with their interests as individual manufacturers rather than the industry as a whole. In this respect the sessions should be quite unusual, compared to recent years, with their code and recovery matters occupying the spotlight of attention and much of the time.

The committees in charge are to be commended for their splendid arrangements. Every manufacturer and as many executives from his plant as can attend should make all possible effort to be on hand. By studying the program printed in this issue, those who wish to join in the discussions following the addresses may come prepared to participate.

The Exposition, too, will offer much in ideas on equipment and materials. We invited Senator Brock to discuss the Exposition in advance in the guest editorial statement which we present below.

The Exposition's Value

By W. E. BROCK, President, N.C.A.

LET US remember that the exposition held in conjunction with our annual convention offers a common meeting ground where the leading users and the leading producers in the industry come together as a group. Such a meeting can be made immeasurably helpful in creating better equipment and supplies for our industry.

The candy manufacturers attending our conventions find it easy to see the displays in the booths, as the path to the general meeting hall is routed past the exhibits. The general convention meetings do not monopolize all of a manufacturer's time, so he has plenty of leisure to devote to scrutinizing the exhibits.

I believe that we are recognizing more and more that

if equipment and supplies play a really important part in our industry we should inspect the newer developments and newer methods that make up the show of allied industry products. Indicative of increased realization of the value of the trade exposition is shown in this year's program. One, or perhaps, two or three representatives of the firms exhibiting will take part in the general convention sessions. They will discuss the highlights of the exposition.

Manufacturers attend the show to examine, to learn, to compare, to assimilate new ideas and new methods, and to make plans for future purchases. In the case of machinery, the prospective buyer usually has a strong desire to see and if possible, operate a machine. Machines can be installed at the exposition where they can be examined by prospects under the most favorable conditions. The exposition presents an excellent opportunity to actually discuss products and machinery problems with manufacturer's representatives at the time when the prospect has freedom for such conversation and when he is doubtless in a receptive mood.

One of the reasons why we know the 13th annual exposition will be an outstanding success for both the exhibitors and the candy manufacturing industry is the care with which the arrangements have been made. For three years our exposition has been held under the management of the Roberts Everett Associates. Under this management the annual shows have become increasingly fine, and with the cooperation of the members of the industry they will continue to increase in value.

Our New Cover

WITH this issue we present The MANUFACTURING CONFECTIONER in a new cover, designed by Ernst A. Spuehler, eminent artist and designer who has won numerous awards of distinction in the fields of both typographic and package designing. Mr. Spuehler is consulting designer for The MANUFACTURING CONFECTIONER and a member of our Candy Packaging Clinic Board.

The new cover is in keeping with the progressive policies of this publication, which for the past fifteen years has pioneered a modern publishing program of specialized service exclusively for the confectionery manufacturer. The industry's cooperation and evidence of preference are found on every hand, and are not only gratifying but serve to stimulate continued efforts of increased service.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Easter Candy and Moulded Goods

Fancy Chocolates

Code 5A 36

Assorted Chocolates—1 lb.—\$1.50

(Sent in for analysis—No. 4231)

Appearance of Package: Good.

Box: Hinged, brown linen paper; colors blue, red, green and lavender. Tied with $\frac{3}{4}$ inch ribbon.

Appearance of Box on Opening: Good.

Number of Pieces: Dark coated, 61; Milk coated 10 (chocolates foiled); 15 Jordan Almonds; 3 Nougat foiled pieces; Bittersweet coated, 7 pieces.

Coatings: Light and Dark.

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Dark Coated Centers—

Molasses Sponge Sticks: Good.

Pecans: Good.

Nut Caramel and Nougat: Good.

Vanilla Caramel: Good.

Cordial Pineapple Fruit: Good.

Opera Cream: Fair.

Almonds: Good.

Brazils: Good.

Molasses Plantation: Fair.

Vanilla Fudge and Marshmallow: Good.

Panned Almonds: Good.

Raisins and Cream: Good.

Opera Cream and Walnut: Very dry.

Walnuts: Good.

Filbert: Good.

Marshmallow: Fair.

Small Peppermint Cream: Good.

Cherry and Cream: Good.

Fancy Shape Solid Chocolate: Good.

Milk Chocolate Coated Pieces—

Solid Chocolate Tablets: Good.

Walnut: Good.

WE ADD X-RAY EXAMINATIONS

★ EDITOR'S NOTE: As an additional feature to our regular Candy Clinic examinations by the Clinic Superintendent, starting with this month, all confections submitted to the Clinic are given X-Ray examination for possibility of foreign substances and checked on fill of the container, with the cooperation of the General Electric X-Ray Corporation, Chicago, Ill. Clinic examinations will continue to be strictly confidential.

Glace Pineapple: Good.

Nut Nougat: Good.

Date and Almond: Good.

Nut Paste: Good.

Coconut Paste: Good.

Bittersweet Coated Pieces—

Vanilla Coconut Cream: Good.

Vanilla Cream: Good.

Orange Cream: Fair.

Jordan Almonds: Good.

Foiled Wrapped Nougat: Good.

Assortment: Good.

Remarks: Box neatly packed, well laid out. Suggest some of the cream centers be checked up; they are not up to standard. Opera cream was hard and dry, not good eating. Dark coating is a trifle light. The Clinic would like to say that the centers except the cream and opera cream are being made better than they were a year ago.

Code 5B 36

Assorted Chocolates—1 lb.—\$1.50

(Sent in for Analysis—No. 4232)

Appearance of Package: Good.

Box: Two layer, two tone brown. Gold center, name in black. Neat

and attractive, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 34 Dark coated, 23 Milk coated, 9 Bittersweet coated, 3 Jordan Almonds, 2 Pistachio Truffles, 2 Sprilled Truffles wrapped in cellulose, 2 foiled Cocoa Truffles, 1 foiled Chocolate Paste.

Coatings—

Colors: Dark, a trifle too light; Milk and Bittersweet good.

Gloss: Good.

Strings: Good.

Taste: Good.

Dark Coated Centers—

Vanilla Caramel and Almond: Good.

Caramel and Nougat: Good.

Vanilla Caramel: Good.

Vanilla Caramel and Walnut: Good.

Vanilla Coconut Paste: Good.

Nut Paste: Good.

Plantation: Good.

Brazil: Good.

$\frac{1}{2}$ dipped Glace Pineapple: Good.

Raisin and Cream: Good.

Cherry in Cream: Good.

Molasses Sponge Stick: Good.

Almonds: Good.

Vanilla Marshmallow Stick: Good.

Chocolate Fudge Stick: Good.

Milk Coated Pieces—

Nougat: Good.

Molasses Coconut: Good.

Filbert: Good.

Walnuts: Good.

Nut Chip: Good.

Walnuts: Good.

Pecan: Good.

Hard Candy Coconut Ting Ling:

Good.

Coconut Ting Ling: Good.

BIGGER BULK SALES

with these improved low cost citrus pectin pieces



***Free samples prove they're more tender, stay fresher.
Faster production, no drying room, mean lower costs.***

THE way to increase bulk sales is to step up quality without stepping up price. And the way to do that is to use the perfected jellifying ingredient: Exchange Citrus Pectin for Confectioners.

It makes clear, sparkling, tender, fresh-keeping pieces — pieces with any desired degree of tartness, hence

with more refreshing flavor.

It lets you get a day's run of goods out in a day because it sets quickly. No drying room is needed. Ideal for packing.

To prove these advantages to yourself at no expense, mail the coupon for free samples and complete cost and production information.

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CALIFORNIA FRUIT GROWERS EXCHANGE
ONTARIO, CALIFORNIA**

189 W. Madison Street, Chicago, Illinois

99 Hudson Street, New York, N. Y.



**CITRUS PECTIN
FOR
CONFECTIONERS**

CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Sec. 385
Ontario, California

We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulae, together with complete instruction manual.

Company _____

Street _____

City _____

Mark for attention of _____

Copyright, 1936.
Products Dept., California Fruit Growers Exchange.

Coconut Cream Stick: Good.
 Bittersweet Coated Centers—
 Peppermint Cream: Good.
 Vanilla Coconut Cream: Good.
 Vanilla Cream: Good.
 Pistachio Truffles: Good.
 Sprill Truffles: Good.
 Cocoa Truffles: Good.
 Chocolate Paste: Good.
 Jordon Almonds: Good.

Assortment: Good.

Remarks: Quality of candy is very good, well made. Packing is exceptionally well done, "lay out" of box very good. Suggest that the dark coating be made a trifle darker. One of the best \$1.50 boxes that the Clinic has examined this year; ought to be a good seller.

Code 5C 36

Assorted Chocolates—1 lb.—\$2.00

(Sent in for analysis—No. 4230)

Appearance of Package: Good.

Box: Wood, two layers, large embossed gold seal in center; Cellulose wrapper, tied with gold cord. Box fits into this priced line of chocolates, attractive and rich looking.

Appearance of Box on Opening: Good.

Number of Pieces: 72 (7 pieces foiled).

Chocolate Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Too plain for this priced chocolates.

Taste: Good.

Centers—

Nut Buttery Taffy: Good.

Square Jelly: Could not taste any flavor.

Raspberry Cream: Fair.

Vanilla Caramel: Too hard.

Vanilla Cream: Fair.

Raspberry Jelly: Good.

Chocolate Caramel: Good.

Lemon Cream: Rancid.

Dark Cream: Dry.

Nougat: Good.

Hard Candy Blossom: Good.

Molasses Chip: Good.

Fruit Cream: Fair.

Walnut: Good.

Nut Paste: Good.

Nut Chip: Good.

Glace Pineapple: Fair.

Hard Candy Fruit Blossom: Good.

Prune Paste: Good.

Nut Taffy: Good.

Coffee Cream: Fair.

Nut Glace: Good.

Chocolate Panned Almonds: Good.

Chocolate Panned Nut Taffy: Good.

Chocolate Panned Filbert: Good.

Cordial Cherry: Good.

Praline (foiled): Good.

Assortment: Good.

Remarks: Chocolates are good, but not up to the standard of \$2.00 a pound goods. Box is too high. Very well packed and neatly put up. Cream centers except the lemon had good flavors but cream is not made right. Strings are too plain for this priced chocolates. Assortment is good, but more nut meats are needed. Nougat is good, but sug-



gest almonds and pistachio nuts be added. Outside of the wooden box, this assortment is not any better than the assortment in the one dollar a pound box. The box is high priced at \$2.00 the pound.

Code 5D 36

Assorted Chocolates—1 lb.—\$1.00

(Sent in for analysis—No. 4229)

Appearance of Package: Good.

Box: Light brown, two layers, made to look like a wooden box, large seal in center. Cellulose wrapper, tied with gold cord, neat and different.

Appearance of Box on Opening: Good.

Number of Pieces: 63 (3 pieces foiled).

Chocolate Coating: Dark.

Color: Good.

Gloss: Good on top layer, bad on bottom layer.

Strings: Very plain for one dollar chocolates.

Taste: Good.

Centers—

Nut Paste: Good.

Butterscotch: Good.

Nut Chip: Good.

Glace Pineapple: Good.

Raspberry Cream: Fair.

Nougat: Good.

Molasses Sponge: Fair.

Chocolate Caramel: Good.

Lemon Cream: Rancid.

Nut Butter Taffy: Good.

Nut Chocolate Paste: Good.

Vanilla Caramel: Good.

Coffee Cream: Good.

Date: Good.

Filbert Cluster: Good.

Brazil: Good.

Jelly and Marshmallow: Jelly good. Marshmallow poor.

Orange Peel and Jelly: Good.

Molasses Chip: Good.

Orange Cream and Chocolate Paste: Good.

Raspberry Jelly: Good.

Pink Nougat: Entirely too much color used.

Chocolate French Caramel (foiled): Good.

Assortment: Good.

Remarks: Quality of candy is good.

Box is too high, also is a trifle too large, as bottom layer is too empty. A tray is needed for the top layer. If box is not going to be made smaller, we suggest a good divider be used in the bottom layer. Strings are too plain for one dollar goods. Cream centers need checking up; not up to standard. A few pieces had started to "bloom."

Code 5E 36

Assorted Chocolates—1 lb.—\$1.35

(Sent in for Analysis—No. 4228)

Appearance of Package: Good.

Box: Round, shape of a "hat box," lavender color flowered paper. Cellulose wrapper, large rosette of lavender and silver tinsel ribbon. Neat, attractive and different looking.

Appearance of Box on Opening: Good.

Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Number of Pieces: 62.

Centers—

Chocolate Paste: Good.

Chocolate Caramallow: Good.

Maple Pecan Cream: Good.

Vanilla Caramel: Good.

Wintergreen Cream: Good.

Ginger: Good.

Chocolate Almond: Good.

Vanilla Nougat: Good.

Chocolate Nut Caramel: Good.

Opera Cream: Good.

Chocolate Caramel: Good.

Nut Butter Scotch: Good.

Vanilla Butter Scotch: Good.

Butter Scotch and Cream: Good.

Nougat and Butter Scotch: Good.

Vanilla Coconut Paste: Good.

Coconut Taffy: Good.

Chocolate Paste and Cream: Cream very hard, paste good.

MAGNUS, MABEE & REYNARD, INC.

MAKERS OF MM&R FLAVORS FAVORED
BY THE CONFECTIONERY INDUSTRY
FOR A PERFECT BLENDING OF IN-
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from FRESH
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and intensified.

WILD CHERRY FLAVOR MM&R

SOLUBLE
COFFEE
EXTRACT
M M & R

BUTTER
FLAVOR
M M & R
DAIRY
T Y P E

HELIOTROPE
FLAVOR MM&R
for sugar coating
and nut candies



32 CLIFF STREET
NEW YORK, N. Y.

Butter Scotch: Good.
 Strawberry Cream: Lacked flavor.
 Molasses Plantation: Good.
 Vanilla Cream: Good.
 Peppermint Cream: Good.
 White Cream: No flavor.
 Cinnamon Hard Candy Stick: Good.
 Jelly: Texture good, could not taste any flavor.
 Walnut Top Cream: Good.
 Pineapple and Cream: Good.
 Cherry and Cream: Good.
 Chocolate Ganach: Good.

Assortment: Good.

Remarks: Quality of candy is of the best. A few centers needed checking up. Suggest that the pieces that lacked flavor be checked up. The jelly is a cheap piece of candy; suggest it be left out of the box. Suggest chocolate colored cups with a silver top be used, as these cups would look better than the white cups. A few more nut meats are needed; filberts, brazils, cashews, etc. Nougats would be better eating if some almonds were used. Quality of the candy is good, but the suggestion of more nut meats and nuts in the nougat is expected by the consumer when he pays \$1.35 for a pound of chocolates.

Code 5F 36

Assorted Chocolates—1 lb.—\$1.00

(Sent in for analysis—No. 4233)

Appearance of Package: Good.

Box: Two layers, extension type, buff color. Name in gold and brown, tied with brown silk ribbon, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 54 Dark coated pieces, 15 Milk Coated, 5 foiled, 2 Jordon Almond.

Coatings:

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Dark Coated Centers—

Molasses Sponge: Good.

Solid Chocolate, Fancy Shape: Good.

Plantation: Good.

Caramel and Nougat: Good.

Marshmallow and Fudge: Fudge dry.

Coffee Cream: Good.

Pineapple Cream: Lacked flavor.

Brazils: Good.

Chocolate Caramel: Good.

Strawberry Cream: Good.

Sponge Chip: Good.

Almonds: Good.

Opera Cream and Marshmallow:

Opera cream too dry.

Vanilla Marshmallow: Good.

Vanilla Cream: Good.

Orange Cream: Good.

Vanilla Coconut Cream: Good.

Coconut Paste: Good.

Vanilla Caramel: Good.

Sponge: Good.

Peanut Cluster: Good.

Peppermint Marshmallow: Good.

Peppermint Cream: Good.

½ Dipped Glace Pineapple: Good.

CANDY CLINIC SCHEDULE FOR 1936

The monthly schedule of the CANDY CLINIC for 1936 (exclusive feature of The MANUFACTURING CONFECTIONER) is as follows:

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Home Mades; 10c-15c-25c Packages Different Kinds of Candies

MARCH—Assorted One-pound Boxes of Chocolates up to \$1.00

APRIL—\$1.25-\$1.50-\$2.00 Chocolates; Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge; Caramels

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods; 5c Numbers; 1c Pieces

OCTOBER—Salted Nuts and Chewy Candies

NOVEMBER—Cordial Cherries; Panned Goods

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Milk Coated Pieces—

Vanilla Nut Caramel: Good.

Coconut Paste: Good.

Chocolate Walnut Paste: Good.

Pecan: Good.

Nut Nougat: Good.

Walnuts: Good.

Nut Chip: Good.

Nut Paste: Good.

Jordon Almonds: Good.

Assortment: Good.

Remarks: Quality is very good, arrangement of box and packing exceptionally good. The Clinic would like to say that there has been a noticeable improvement in this box. The last time the Clinic examined this box it was not up to the one dollar standard.

Code 5G 36

Chocolate Chick, Rabbit and Egg—3¼ oz.—(3 pieces)—10c

(Purchased in a chain store, Boston, Mass.)

Appearance of Package: Good.

Box: Folding, printed in Easter colors, top of box had chicken, etc., printed on top, partly cut so they could be bent to show the pieces inside.

Size of Pieces: Good.

Chocolate: Light.

Color: Good.

Gloss: Good.

Moulding: Good.

Taste: Good.

Remarks: This is a novel and attractive Easter novelty box, neatly

put up. Quality of chocolate is good for this priced goods. This box was one of the largest 10c novelty boxes sold in one of the large chain stores.

Code 5H 36

Chocolate Coated Coconut Eggs—5 oz.—10c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Box: Folding, printed in Easter colors.

Size of Egg: A trifle small for a 10c egg.

Chocolate Coating: Dark.

Color: Good.

Gloss: Fair.

Taste: Fair.

Center: Coconut cream.

Texture: Good.

Taste: Good.

Coconut: Good.

Remarks: This is a good eating coconut cream egg, well made. Coating is not up to standard used on this size egg at the price of 10c.

Code 5I 36

Easter Basket—6 Chocolate Coated Eggs (No weight given, about 8 oz.)—19c

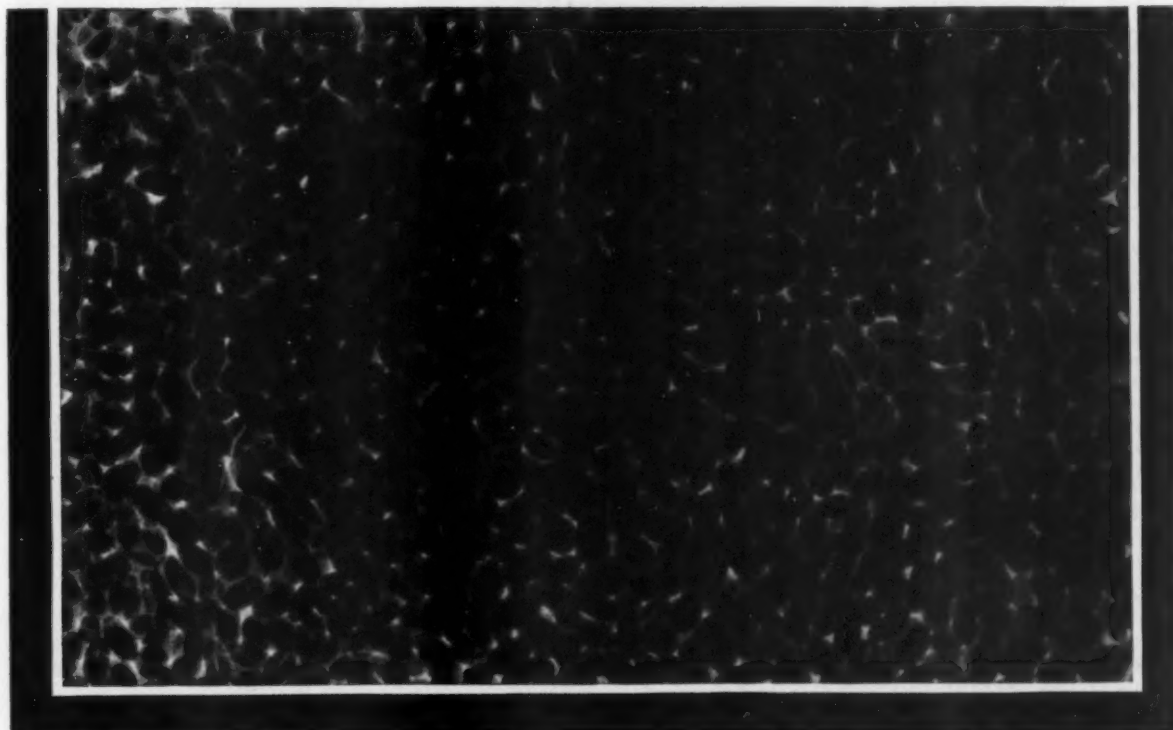
(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good. Folding box shaped like a basket. Lavender and yellow colors. Eggs wrapped in foil.

Coating—

Color: Good.

NEW X-RAY DEVICE GIVES ADDED PROTECTION To You and Your Customers



Here is an image as seen on the x-ray viewing screen. Stones and dirt balls, appearing as dark spots, are easy to recognize as bulk beans (shown in this view), peanuts, coffee beans, or similar materials are run through the x-ray inspection equipment on the conveyor belt.

WHETHER you are looking for a way to locate and remove foreign bodies from your raw materials, or to find and eliminate imperfections from the finished product, the new G-E Visual Inspection X-Ray Unit and Conveyor System provides the modern method of examination that protects you and your customers against imperfections in foods.

More effective, more certain than any other non-destructive test, x-ray shows defects and foreign material inclusions that can be found only by a method which makes it possible for you to see them. And the new G-E x-ray unit, with its conveyor system built in, provides the money-saving and confidence-building advantages at a cost far less than the worth of the results.

The unit is constructed specifically for use in food products plants—easy to keep clean, simple to operate, strongly built of selected materials to give reliable service over a long period of time. Write now, outlining your food inspection problems and ask for the bulletin describing the G-E Visual Inspection X-Ray Unit and Conveyor System. Address Dept. 175, General Electric X-Ray Corporation, 2012 Jackson Blvd., Chicago, Illinois.

**GENERAL  ELECTRIC
X-RAY CORPORATION**

Gloss: Good.
Taste: Good.
Center: Coconut Cream.
Color: Good.
Texture: Good.
Taste: Good.
Coconut: Good.

Remarks: Quality of coating not up to standard of this priced candy. Center is good eating. The weight or number of pieces should be printed on the container.

Code 5J 36

Chocolate Coated Marshmallow Eggs—6 oz.—10c—12 pieces

(Purchased in a chain store, Boston, Mass.)

Appearance of Package: Good.

Box: Made the same as an egg box. Colors yellow and green. Attractive Easter novelty box.

Coating: Dark.

Color: Good.

Gloss: Fair.

Taste: Good for this priced candy.

Center: Marshmallow.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a very attractive and large looking 10c novelty package. Box is the same size as an egg box; chocolate eggs were half eggs.

Code 5K 36

Chocolate Coated Egg—3½ oz.—5c

(Purchased in a chain store, Boston, Mass.)

Appearance of Package: Good.

Box: Folding, printed in purple, yellow and green; good looking for a 5c seller.

Egg ½ coating: Dark.

Color: Good.

Gloss: Good.

Taste: Good for a 5c seller.

Center: Vanilla cream fruit and nuts.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is one of the best 5c cream eggs the Clinic has examined this year, well made and good eating.

Code 5L 36

Assorted Jelly Beans—1 lb. 10c

(Purchased in a department store, Chicago, Ill. Sold in bulk.)

Colors: Good.

Finish: Good.

Texture: Good.

Flavors: Good.

Panning: Good.

Centers: A trifle tough.

Remarks: Good looking jelly beans, well made. Centers are a trifle tough, which spoils the eating quality.

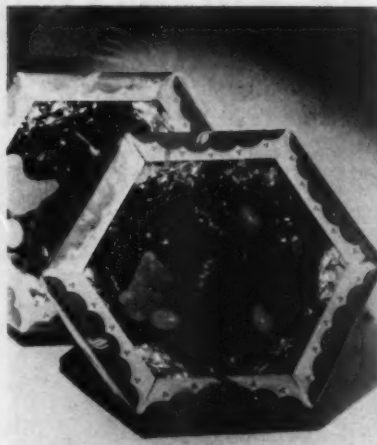
Code 5M 36

Marshmallow Rabbits—1c Each

(Purchased in a department store, Chicago, Ill. Sold in bulk.)

Appearance of Rabbit: Good.

Size: Good.



For this year's Easter business, A. & P. featured this special candy package designed and produced by Robert Gair. An ingeniously contrived folding tray has been made up into a hexagonal package almost completely open on top.

Colors: Green, white, red and pink.

Texture: Good.

Taste: Good.

Remarks: This is a good size one-cent rabbit. Quality is good for this priced candy. Suggest piece be wrapped in glassine or wax paper.

Code 5N 36

Decorated Sucker—1c

(Purchased in a department store, Chicago, Ill.)

Appearance of Piece: Good.

Hard candy sucker on stick; rabbit is colored in yellow.

Size: Good.

Color: Good.

Texture: Good.

Flavor: Lime—good.

Remarks: This is a good looking 1c sucker, well made and a good flavor is used. Suggest piece be wrapped in wax paper, as most all 1c pops are.

Code 5O 36

Buttercream Rabbits and Duck—1c Each

(Purchased in a department store, Chicago, Ill.)

Appearance of Pieces: Good.

Sizes: Good.

Colors: Yellow, pink and white.

Texture: Good.

Moulding: Good.

Taste: Good.

Remarks: Good eating 1c pieces. Suggest pieces be wrapped as they had finger and dirt marks on them.

Code 5P 36

Chocolate Cream Eggs—5 for 10c

(Purchased in a department store, Chicago, Ill.)

Appearance of Pieces: Good.

Size: Good. Pieces are wrapped in

foil, printed band over foil, and also a wrapper of colored cellophane.

Coating: Light.

Color: Good.

Gloss: Fair.

Taste: Fair.

Center: Fruit and nut cream.

Texture: Good.

Flavor: Good.

Remarks: This is a good eating cream egg, well made and had a good flavor; neatly wrapped.

Code 5Q 36

Cream Ducks—½ lb.—10c

(Purchased in a chain store, Chicago, Ill.)

Appearance of Piece: Fair.

Color: White.

Texture: Tough.

Flavor: Good.

Moulding: Fair.

Remarks: Piece had a good flavor, but is tough eating, partly dried out.

Code 5R 36

Marshmallow Ducks—8 oz.—10c

(Purchased in a chain store, Chicago, Ill.)

Appearance of Ducks: Good. Marshmallow ducks are sugared, colors white, pink and yellow.

Moulding: Good.

Texture: Good.

Flavors: None could be tasted.

Remarks: Ducks are well made, but lacked flavors. Marshmallow pieces are not good eating unless they are well flavored.

Code 5S 36

Chocolate Coated Cream Eggs—2 for 5c—1 oz. Each

(Purchased in a chain store, Chicago, Ill.)

Appearance of Eggs: Good.

Size: A trifle small for the price. Printed foil wrappers.

Coating: Dark.

Color: Good.

Gloss: Fair.

Taste: Fair.

Center: Cherry Cream.

Color: Pink.

Texture: Good.

Flavor: Fair.

Center: Maple Walnut Cream.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: Eggs are a trifle small for this priced candy. Cherry flavor a trifle off.

Code 5T 36

Chocolate Bunnies—5 pieces—25c

(Purchased in a retail store, New York, N. Y.)

Appearance of Package: Good. Five Bunnies wrapped in foil and then in two colors of cellulose, mounted on a cardboard stand colored in lavender and pink, cellulose wrapper over all. A good looking Easter novelty.

Chocolate: Light.

BUHLER

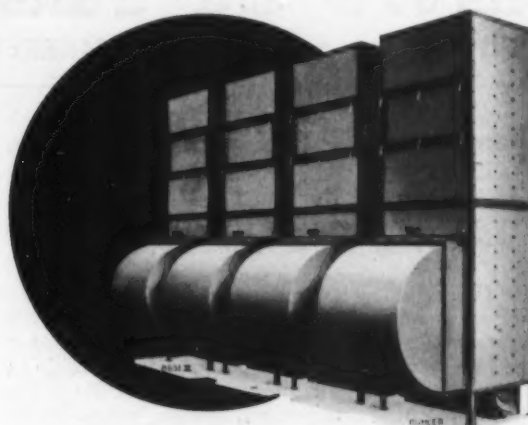
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matic cooling before beans leave machine. No breaking of beans • No choking of feed flow • Constructed in sizes to meet any individual output requirements.

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Competent technical advice and service. Ask for complete details and installation lay-out.

SEE THIS ROASTER ON EXHIBITION AT BOOTH 313 AT THE
 CONFECTIONERY INDUSTRIES EXHIBITION
 HOTEL WALDORF-ASTORIA, NEW YORK CITY

BUHLER BROTHERS, INCORPORATED

330 WEST 42ND STREET
 NEW YORK, N. Y.

Color: Good.
 Gloss: Good.
 Moulding: Good.
 Taste: Good.

Remarks: This is a good looking novelty and neatly put up. A trifle high priced at 25c.

Code 5U 36

Coconut Cream Egg—2¼ oz.—5c

(Purchased in a cigar store, N. Y. C.)

Appearance of Package: Good for 5c seller.

Box: Folding, Printed in purple, white and yellow.

Size: Good.

Coating: Dark.

Color: Good.

Gloss: Fair.
 Taste: Fair.
 Center—
 Texture: Good.
 Taste: Good.
 Coconut: Good.

Remarks: This is a good eating coconut cream egg, but coating is not up to the standard for a 5c bar.

Code 5V 36

Easter Greetings—9 oz.—12c

(Purchased in a cigar store, N. Y. C.)

Appearance of Package: Good.

Box: One layer, telescope type, colored in green, lavender, silver and white, cellulose wrapper.

Appearance of Box on Opening: Good.

12 eggs, 6 foil wrapped, 6 cellulose wrapped.
 Coating: Dark.
 Color: Good.
 Gloss: Fair.
 Taste: Fair.

Centers—

Vanilla Coconut Cream.

Texture: Good.

Taste: Good.

Vanilla Marshmallow

Texture: Good.

Taste: Good.

Remarks: The manufacturers can not make a "living" profit on a box of this kind for 12c. This type of merchandise is what puts the candy manufacturers out of business.

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Ungerer Places Gallagher at Philadelphia

UNGERER & COMPANY, New York, announces the appointment of Norman E. Gallagher as sales representative in the middle Atlantic territory, with headquarters in The Bourse Building, Philadelphia, Pa.

Mr. Gallagher will handle the full Ungerer line of flavoring materials. He brings with him to his new position a selling experience of twelve years in the industry, and a thorough acquaintanceship in the territory. Mr. Gallagher will call on the trade in the states of Pennsylvania, South Jersey, Delaware, Maryland, District of Columbia, Virginia, West Virginia and North and South Carolina.

To Exhibit at Bakers' Show September 27—Atlantic City

AMONG the supply firms serving the confectionery industry which will exhibit at the Baking Industry Exposition to be held in Atlantic City, September 27 are the following: American Dry Milk Institute, The American Molasses Co. of New York, Anheuser-Busch, Inc., DuPont Cellophane Co., Inc., Milprint Products Corp., The Nulomoline Company, Henry H. Ottens Mfg. Co., Inc., The Procter & Gamble Distributing Co., and Sylvania Industrial Corporation.

Du Pont Enlarges Boardwalk Exhibit

THE DUPONT COMPANY has enlarged its permanent exhibit on the Boardwalk at Atlantic City, in the Haddon Hall Building. Here at all times are interesting displays of DuPont products or articles in the manufacture of which DuPont products play an important part. Mr. J. D. O'Connell is the manager.

Insulated Candy Truck

TO prevent summer heat and possibly winter cold from damaging chocolates, being distributed from Rochester, N. Y., over a 250 mile route, a new Fanny Farmer unit is insulated throughout with 1½ inch Dry-Zero. The new unit was purchased as



the result of successful experience with old bodies similarly insulated, according to Claude Bigelow, body engineer of the Brockway Motor Company, which built the new unit. The body carries 2,520 steel candy containers, each 4½ inches by 7¾ inches by 10 inches. The body has an ash frame, aluminum outside panels and a solid plywood lining. The truck is a Brockway 150x — 5 of 176 inch wheelbase.

ANNOUNCEMENT

On May 1 The MANUFACTURING CONFECTIONER Pub. Co. moved its new York offices to 300 Madison Avenue. Our new eastern service headquarters are in the heart of the publishing and advertising center of New York. The telephone number is Murray Hill 2-2427. Mr. R. J. A. McLaughlin is Eastern Sales Representative.

Confectioners and members of the supply field in this section are cordially invited to avail themselves of our many services through this office.

—Mrs. Earl R. Allured, Publisher.

Burrell Introduces New Glazed Belt And Enrober Revolving Nosebar

BURRELL BELTING CO., Chicago, announces two new products for the modern enrobing department. One is a new long-life glazed belt for the cold tunnel. It is of flexible double-texture construction, and sells to the trade for no more than the single-texture belts. This new belt has been successfully developed after a number of years of intensive research.

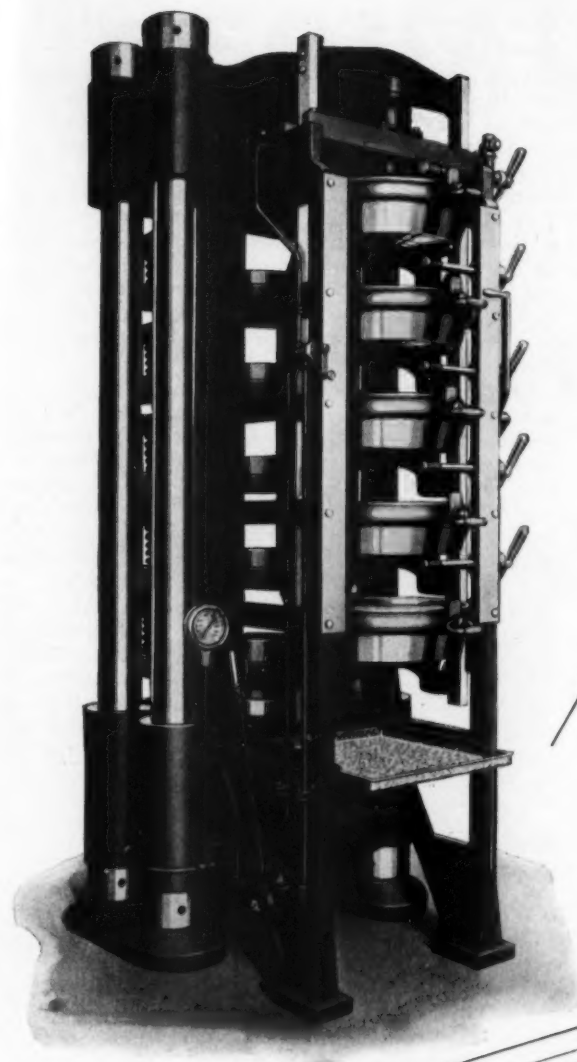
Burrell has also developed and is now introducing a new device which eliminates severe wear on feed table, bottomer, and delivery table belts. It is a revolving nosebar, called the Burmak rotator. An important feature is that it will operate up close to the wire belts.

Fritzsche Offers New Product

A new and highly concentrated fortified blackberry-flavor has been perfected by Fritzsche Brothers, Inc., New York. It will be offered the trade under the name Fritzbro Arome Blackberry French. In proper dilution this flavor is said to impart a natural effect indistinguishable from that of a fine true fruit flavor. Fritzsche has offered to supply test samples to readers of THE MANUFACTURING CONFECTIONER who write in mentioning this publication.

Buhler Chocolate Machinery Developments

BUHLER BROTHERS have recently perfected a machine for working up cocoa beans which hulls, cleans, and sorts them into seven different grades. Buhler Brothers, of Uzwil, Switzerland, have for 76 years been widely known for their technical achievements in supplying Swiss chocolate experts with manufacturing machinery used in various operations to develop fineness and flavor in their products. Buhler specialty machines include: Cocoa Bean Washing and Stoning Machines, Bean Dryers and Roasters, Cocoa Nib Granulators, Cocoa Roller Grinding Machines, Refiner Melangeurs, Chocolate Roller Mills, etc. Buhler Brothers, Inc., 330 W. 42nd St., New York, handle the complete Buhler line.

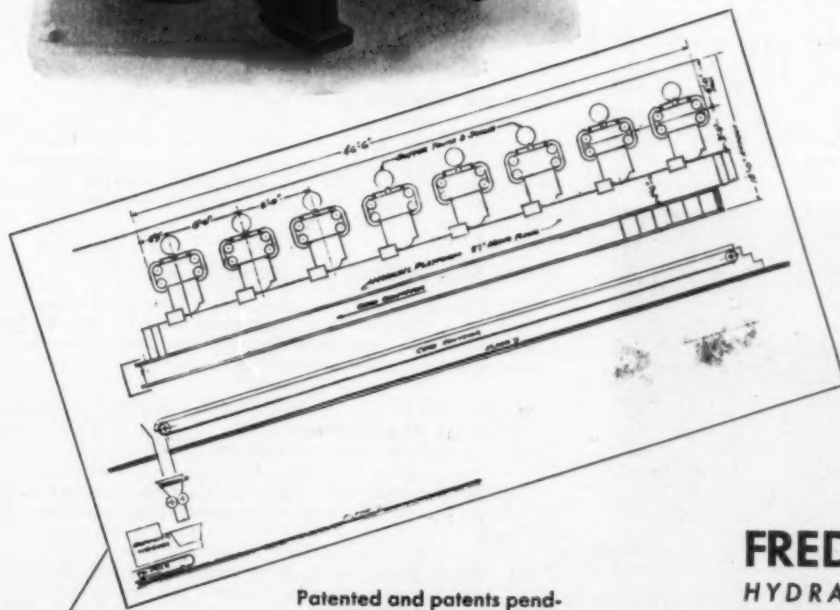


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NOW—for the first time CON-
VEYOR INSTALLATION is avail-
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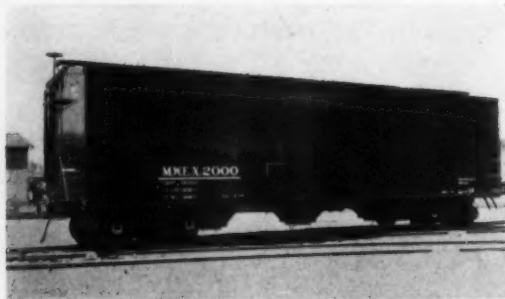
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HYDRAULIC EQUIPMENT
345 HUDSON STREET NEW YORK
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New Bulk Sugar Car Developed by Mars a Success



Mars, Inc., has six of the above new bulk sugar cars. Unloading time 15 minutes: 5 minutes to hook up tubing with valves under the car, 2½ minutes to open valves, 2½ minutes for sugar to be emptied into Mars holding bin, and 5 minutes to turn valves again and replace protection cap.

AFTER seven months of successful usage in transporting sugar in the bulk from refineries to Mars, Inc., Chicago, the new type of doorless box car constructed largely of stainless steel, has recently been announced to the sugar industry by the General American Tank Car Co. of Chicago. It is unique in design and has a number of important advantages over conventional cars, chief of which is its ability to carry approximately 80,000 pounds, double the ordinary load, and empty its sanitary contents within but 15 minutes' time.

The car is insulated with zinc alloy and contains four immense funnel shaped hoppers fabricated of the well known Allegheny Metal Clad. Eight separate hatches in the roof of the car provide for quick, easy loading at the refinery. Each hatch is carefully insulated by means of rubber gaskets and the hole covered with rubber to keep out all possible dirt while in transit. Both loading and unloading are effected without human contact. It is emptied at the Mars plant through valves underneath the car. Tubing con-



130,000 pound sugar holding bin, specially constructed of stainless steel at the Mars plant, Chicago, which is filled by connecting tubing with the sugar hopper cars.

nects the valves with a 130,000 pound stainless steel sugar holding bin below the railroad track.

This new method of shipping sugar was pioneered by Mars, and the car was developed by the cooperation of Mars engineers and the General American Tank Car Co. Mars have placed six of these cars of their own in operation since last October. At the time of official unloading of the first car last fall, THE MANUFACTURING CONFECTIONER was represented in the party invited to witness the event which made history in the modern economical transportation of raw materials for the confectionery industry. During recent months the success of the new method of handling sugar has interested many large concerns in other branches of the food industry.

Officials at Mars now tell us that the idea has worked out even better than anticipated and they expect that the cars will pay for themselves by the economies made possible. The company originated the plan to obtain the cleanest possible way of handling sugar. Thus lint and other particles from sugar bags are eliminated. Considerable savings also are made in the time and labor formerly required in unloading the ordinary car and emptying the sugar sacks.

In the Mars plant, the sugar is removed from the holding bin by a conveyor leading to four mixing tanks, each with a capacity of 24,000 pounds. When dissolved with water, the solution passes through metal screens and is dumped into similar tanks blended with corn syrup. This mixture is likewise strained and pumped upstairs into holding tanks ready for the fondant cookers.

National Equipment Company Celebrates 300th Anniversary

NATIONAL EQUIPMENT COMPANY, Springfield, Mass., is celebrating its 300th anniversary this year. The firm has had colored stamps printed which include the name and picture of William Pynchon, founder.

Fritzsche Expands in Mexico

FRITZSCHE BROTHERS, INC., of New York have opened new offices in Mexico City at 24 San Juan de Letran Street. The new location provides more complete office and laboratory facilities for the company's Mexican manager, F. de La Garza, his assistant, Raphael Olivera, and staff.

Credit Men Meet in Richmond, June 8

The 41st Annual Convention of the National Assn. of Credit Men will be held in Richmond, Va., during the week of June 8. Confectionery manufacturers and wholesalers will be represented.

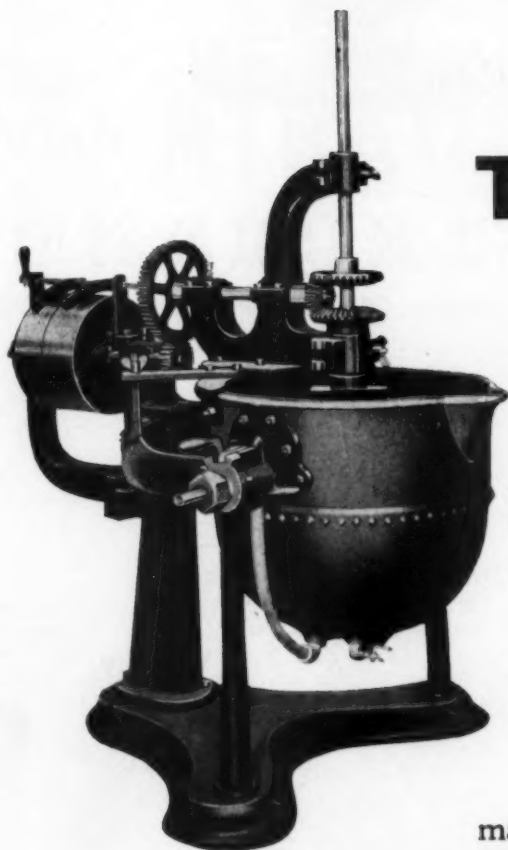
Mr. Hamil has been re-appointed Secretary of the Cocoa & Chocolate Manufacturers' Assn. for the coming fiscal year. Annual meeting was held in March.

Charles Fishbeck, President of Charles Fishbeck Co., Inc., has just returned from a week's business trip to Chicago.

Mr. Oscar Haas, of T. C. Weygandt Co., New York, N. Y., has returned from a month's trip, most of which time was spent in Chicago, conferring with the Currie Mfg. Company.

Eric Vless, Treasurer of Polacks Fruital Works, 350 West 51st St., is at present on an extended business trip on the Pacific Coast and is expected to return June 15th.

UNEQUALLED *is the* SAVAGE PATENT TILTING MIXER.



***30 Years of Experience has
led to the Production of
this Machine***

THE Savage Patent Tilting Mixer is a marvel of strength, durability and convenience. Unequalled in its adaptation to the requirements of the candy maker. Time and labor saving. It is a standard of quality and utility for the candy trade. The Savage Patent Tilting Mixer is the very best steam kettle made for the manufacture of CARMELS, FUDGES, NOUGATS, and goods that will pour.

IT IS THE BEST COCONUT KETTLE

For heavy stiff material such as Jap Coconut and Coconut mass, when it is equipped with special agitators. Made in three sizes: 25 Gal. 35 Gal. 50 Gal.

Further Information and Prices on Request



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CHICAGO, ILL.

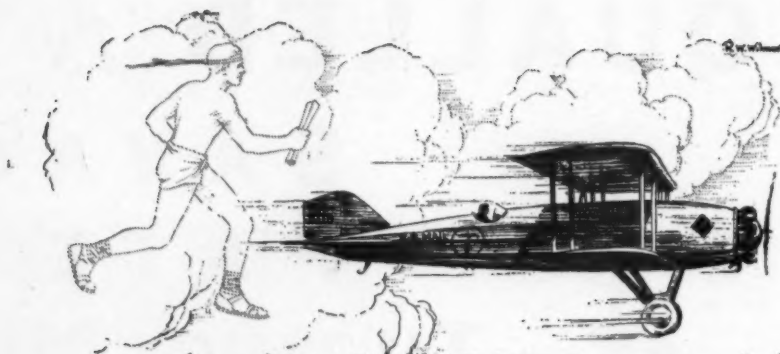
*Pacific Coast: I. R. DOUGHERTY, Manager, 12123 Long Beach
Boulevard, Lynwood, Calif.*

A FEW SPECIALS ON REBUILT MACHINERY

Bausman Liquor Mill.
National Refiners, 3 and 5 Roll, water cooled.
National Six-Division Cracker and Fanner.
National Four-Pot Conge.
Lehmann Twin Cocoa Mill.
Lehmann 6' Chaser with Granite Rollers.
National 6' Melangeur with Granite Rollers.
Cream Beaters, Ball, 4', 5' and 7', Dayton 3' and 5'.
Cream Breakers, 50 Gal. Springfield, 25 and 35 Gal.
Werner.
National Steel Mogul complete.
Forgrove Pail Wrapping Machine.
Model "K" and "KD" Kiss Cutters and Wrappers.
Ideal Caramel Wrapper, 1" Special, 1/4" Junior.
Caramel Cutters, Racine and Savage.
Water-Cooled Slabs, 3'x6', 3'x8' and 4'x10'.
Simplex Steam Vacuum Cooker, also Gas Type.
Read and Hobart Beaters, 80 Qt.

Over 1,500 Items

Write or wire your requirements
We buy and sell



M. C. MAIL EXCHANGE

WHERE READERS SPEAK THEIR VIEWS AND QUESTIONS ARE ANSWERED

Australian Manufacturer Seeks to Exchange Samples with American Firm

INQUIRY: "Having been a subscriber to your valued magazine for some time we would deem it a favor if you would put us in touch with a manufacturer who would correspond and exchange samples and ideas regularly to enable us to keep abreast with the trade in general and new lines in particular.

"We are, perhaps, the largest suppliers of confectionery to Chain Stores in Australia and have also acquired a fair connection among the retailers."—Australia.

EDITOR'S NOTE: Attention, American Manufacturers!—Any firm desiring to exchange samples with this large Australian manufacturer, as suggested above, is invited to write us immediately.

Using Low Polarization Sugar in Chocolate Manufacturing

INQUIRY: "We have been trying to use a pale brown sugar, polarization of 87°, in manufacturing chocolate, but it has been a failure owing to the low polarization.

"Previously, we always used the best white sugar, but, owing to the difference in price, white sugar being 31/— and 87° polarization being 23/—. It would be a great help to us if we could use the low polarization sugar for making our cheaper chocolates, and we are wondering if you could help us in any way."—Ireland.

REPLY: It is only necessary to remember that raw sugar polarizing at 87° naturally carries a sizable amount of invert sugar. This causes moisture absorption and consequent thickening of the coating. In addition, brown sugar gives a taste to chocolate which is very often undesirable. It is possible, however, to take a brown sugar such as is mentioned and by properly washing in a centrifuge to remove the outer jacket and along with it will go the major portion of the invert and almost all of the color and taste, a properly regulated washing process should not remove more than 15% of the original sugar weight, leaving 85% of washed sugar which when dried may be powdered and used directly in chocolate.

It is suggested that you investigate the possibility of procuring a plantation or washed sugar, such as the Turbinado sugars from Demarara which sells in the U. S. for a lower unit price and which can be used in chocolate coatings with apparent satisfaction.

Questions on Pan Work

INQUIRY: I read your article on Pan Work Principles. I am interested in Pan Marshmallow Eggs. I would like to ask you some questions. Is the center a grain marshmallow; can it be coated very soft? What is fruit powdered sugar? Can 4X Powder sugar be used instead? Is the engrossing syrup hot when charged on the center? Is the pan kept hot while engrossing?—Tennessee.

REPLY: The first question has to do with the consistency of marshmallow eggs and can be answered by saying that both types are employed; namely, those that have been grained and those that are soft. Insofar as the coating is concerned, this is generally a hard grained coating. It would not be possible to use a fondant or soft type coating. This would ruin the consistency of the marshmallow eggs which are used for centers.

The next question, "What is fruit powdered sugar?" Fruit powdered is coarser than the usual 4X which is known as confectioners powdered. It might be considered to be 2 or 3X for example. In other words, it is next in size to fine granulated. 4X powdered can be used but it does not build up as fast.

In this connection the engrossing syrup is never used boiling hot, but must be used warm. It should not contain enough heat to cause effect on the center but should be warm enough to cause proper distribution. Cool air or, for that matter, warm dry air blown into the pan will cause it to crystallize and set quite rapidly. Both procedures are followed in pan engrossing.

Some keep the pan hot, others prefer to run it cold. Each has its advantage. In very cold weather it is necessary to have the pan slightly warm in order that the syrup charged on will not crystallize too quickly. It is not possible to give explicit directions so that a novice can do this job.

Compare!



The Sugar MIKRO-PULVERIZER

— REG. U. S. PAT. OFF. —

with your present sugar grinding equipment



• NO. 2TH MIKRO-PULVERIZER producing an excellent grade of 4X sugar at rate of 750 lbs. per hour with 7½-H.P. motor. Other sizes available for capacities from 300 lbs. to 6000 lbs. per hour.

4 Reasons why you should investigate the MIKRO now:

1. Reduced Production Costs

will pay for a Mikro very often in less than one year, in power savings alone. Eliminates waste by re-grinding broken candy.

2. Improved Quality—^{a finer, fluffier, smoother}

grade of powdered sugar—4-X, 6-X or ultra fine. No bolting necessary.

3. Simplicity—^{total lack of fans, cyclones or separating devices.}

Reduced floor space. No skilled attendance required.

4. Dustless!

A Few Users Proving These Facts Daily

Ambrosia Chocolate Co.
American Sugar Refining Co.
Arbuckle Brothers
E. J. Brach & Sons
Bunte Brothers

Henry Heide, Inc.
Hershey Chocolate Co.
National Sugar Refining Co.
New England Conf. Co.
Pecheur Lozenge Co.

Pennsylvania Sugar Co.
Revere Sugar Refinery
Rockwood & Co.
Runkel Brothers
Savannah Sugar Refin'g Co.

SEE OUR EXHIBIT, BOOTH 413, CONFECTIONERY INDUSTRIES EXPOSITION

WRITE FOR FULL DETAILS

PULVERIZING MACHINERY CO.

127 VALLEY ROAD — ROSELLE PARK, NEW JERSEY



Since psychology has established a definite relationship between the appearance of food and its appetite-producing value, it is of utmost importance to combine *clarity* and *brilliance* with *purity* in food. Constant research by our chemists has resulted in the production of food colors whose *complete solubility* and remarkable brilliance are equaled only by their purity.

THE FIRST PRODUCERS
OF CERTIFIED FOOD COLORS.

Let us help solve your flavor problems with an "ATLAS" FLAVOR for every purpose.

Our VANILLAS
—both pure and imitation—are noted for

UNIFORMITY
PURITY
STRENGTH

H. Kohnstamm & Co., Inc.
11-13 E. ILLINOIS ST. CHICAGO
83-91 PARK PLACE NEW YORK
553 WHITEHALL ST. S.W. ATLANTA
837 TRACTION AVE. LOS ANGELES
ESTABLISHED 1851

Specialization

(Continued from page 28)

velop the most economical ideas, which tend to reduce his costs all along the line. He organizes his plant on the principles of straight-line production, which increases his volume and efficiency, and obtains absolute uniform quality. Also his labor costs are reduced materially. The bar firms, for instance, have accomplished remarkable results in this regard. Their developments in low cost methods of production have reduced direct labor costs from approximately 8 cents per box to about 3 or 3½ cents.

The specialized manufacturer has correspondingly been able to simplify his cost accounting, a tremendously important factor which has given him thorough knowledge of his costs.

Then, too, he has simplified his purchasing details and placed himself in a position to take advantage of quantity purchases of materials used in his specialized products. The matter of inventory items is reduced to the minimum. He has reduced his losses from obsolescence and the discarding of out-of-date package wraps which occurs in the unwieldy plant producing too many items.

The advantages of concentration extend from the purchasing department throughout the plant to the advertising and sales departments, which are able to devote their entire efforts to obtaining the maximum distribution of a given number of items.

The specialized manufacturer is not necessarily confining himself to one item of goods but to specific types or lines of merchandise. If he is making caramels, he conceives of innumerable ways of putting out caramels. If he is concentrating on fudge, jellies, pan work or hard candies, he makes a line of these items. But in their respective cases these lines are made on the same equipment in accordance with his plan of concentration. The specialized manufacturer thus develops low production cost and a high degree of excellency and standardization on his products, of course within the price range to which he is confining his products.

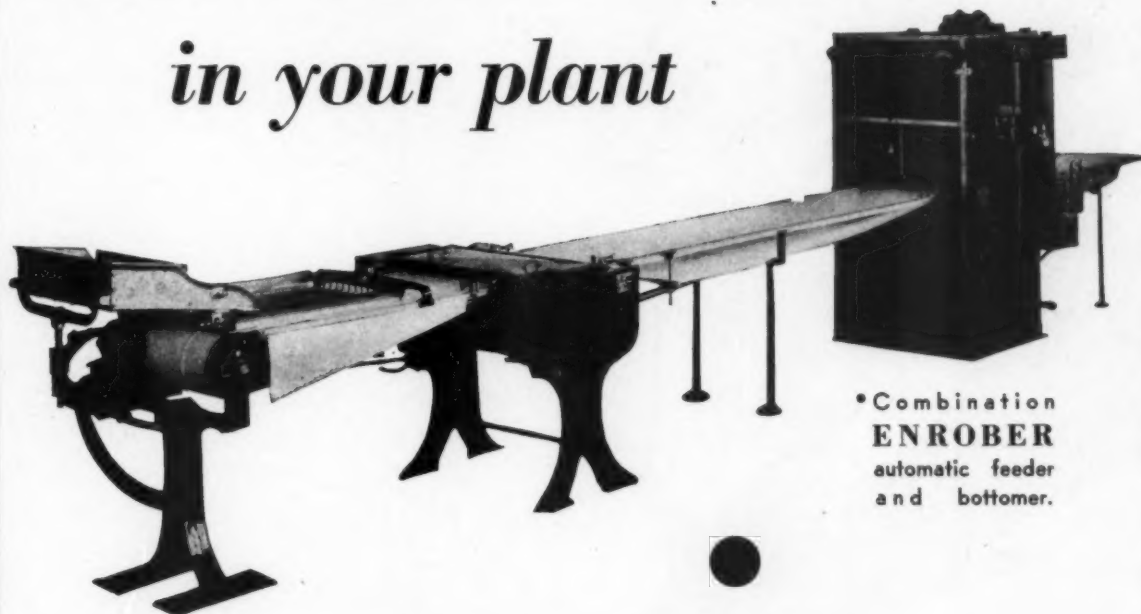
A manufacturer may enjoy these same advantages with more than one department and still be a specialist, provided he follows the principles of specialized manufacturing. As we have indicated in our opening paragraph, some of the general line plants have set up separate departments for certain types of goods and have equipped these departments to do highly specialized work.

Trend of the Future

Looking to the future, there are many in the industry who believe that practically all candy plants will find themselves compelled to adopt specialized

(Turn to page 56)

WATCH IT work wonders in your plant



• Combination
ENROBER
automatic feeder
and bottomer.

NEW Equipment

will increase your profit by cutting down on your production time . . . by lowering your cost of operation . . . by eliminating repair bills and costly delays incurred by failure of old equipment.

WHEN YOU BUY NATIONAL EQUIPMENT

you are assured of a manufacturer's guarantee. The expert assistance of our engineers is offered in discussing your individual problems and in advising you of the proper machine for your requirements.

If you would like to know more about why investment in NEW MACHINERY is an economy in the long run,

SEE OUR REPRESENTATIVE AT THE N. C. A. CONVENTION
or write to us direct.

National Equipment Company
Springfield, Massachusetts, U.S.A.





Don't Be A Back Number

★ **AMONG** the many advantages of using Hooton's Chocolate Coatings probably none is greater than the fact they not only make friends, but hold them. In smoothness, flavor, color, uniformity, and workability, they are unexcelled. Why not decide now to try them? You are certain to like them.

HOOTON
CHOCOLATE CO.
NEWARK, NEW JERSEY

manufacturing methods. It is believed that firms which are not properly equipped to compete with specialty concerns will be faced with the choice of either gearing themselves up to meet this competition or dropping the items in question. In some cases they will find it advisable to do the latter and in turn set up to specialize in some items of their own in which they can either dominate the field or at least meet competition and make a fair profit.

It is believed that the general line firms which have not already done so will find it necessary either to drop their lines in which the specialists have bettered their production methods, or develop equivalent methods.

In 1846 a company was formed in Boston to specialize in the manufacture of Lozenges. How much farther will specialization progress be by 1946, just 10 years ahead?

Directory of Exhibitors

(Continued from page 21)

vice-president and sales manager; W. C. Holzhauer, manager New York office; O. D. Sutter, assistant manager New York office; L. R. Dickinson, manager Boston office; H. J. Reavis, Philadelphia district manager; C. C. Hollis, manager Chicago office; Walter Cooley, New York sales representative.

SWEETS, Atlanta, Ga. Booth No. 604.

SYLVANIA INDUSTRIAL CORP., 122 E. 42nd Street, New York, N. Y. Booth No. 211. Exhibiting: Sylphrap—plain and printed, candy packages in Sylphrap; Sylphrap shavings. In attendance: H. H. Fetzner, E. W. Mason, A. B. Clunan, E. M. Farris, F. T. Helmer.

TOY KRAFT CO., Wooster, Ohio. Booth No. 204. Exhibiting: Hand painted wooden toys and candy containers. In attendance: George Heisler.

TRANSPARENT-WRAP MACHINE CORP., 313 Hudson Street, New York, N. Y. Booth No. 501. Exhibiting: Transwrap packaging machine for packaging materials in small Cellophane containers. In attendance: W. R. Zwayer and assistants.

UNITED CHEMICAL AND ORGANIC PRODUCTS CO., 4100 S. Ashland Avenue, Chicago, Ill. Booth No. 311. Exhibiting: U-Cop-Co pure food gelatine and wheel dried flake marshmallow gelatine. In attendance: J. A. Hafner, T. R. Tennant, F. E. Robinson, H. E. Wangemann, A. Hamilton, V. E. Howes.

UNION CONFECTIONERY MACHINERY CO., INC., 318 Lafayette Street, New York, N. Y. Booth No. 302. Exhibiting: Advertising matter and machinery. In attendance: Joseph, Herman, Samuel and Sidney Greenberg, Irving Debrooner, Charles Balin, Charles S. Saperstern.

VOORHEES RUBBER COMPANY, New York, N. Y. Booth No. 602.

JOHN WERNER & SONS, INC, 713-729 Lake Avenue, Rochester, N. Y. Booth No. 601. Exhibiting: A modern layout of the Werner direct depositing method in conjunction with the Boardless printing, casting and cleaning machine. In attendance: T. Werner, C. Werner, W. D. Slagle.

WESTERN CONFECTIONER, Los Angeles, Calif. Booth No. 607.

T. C. WEYGANDT COMPANY, 165-167 Duane Street, New York, N. Y. Booths Nos. 212 and 213. Exhibiting: Large variety of imported moulds for hollow chocolate toys, bars, croquettes, tablets, etc. They will also show the latest type of chocolate tempering machine system, Lauenstein, and the new "Stak-Ezy" all-steel candy trays. In attendance: Ernst Faber, vice-president; Oscar A. Haas, secretary; Mrs. D. Wooster, Max Kaderli, Albert Neuffer. Mr. Otto Lauenstein of Lauenstein & Co., Wernigerode, Germany, will be at the booth.

SCHIMMEL & CO., INC.

601 West 26th Street

New York, N. Y.



In your hard candy, try our scientifically developed Kallistarom and the Natural Fruit Flavor. The two together are unsurpassable.

WHITE STOKES CO., INC., 3615-23 Jasper Place, Chicago, Ill. Booth No. 408. Exhibiting: The exhibit will be built around their general line of confectionery supplies. In attendance: J. C. Stokes, president; E. G. Buchanan, manager service department; C. A. Dillon, J. R. Daicy, E. C. Davidson, W. A. Alexander, all of the Eastern Division.

WRAPADE MACHINERY CO., Newark, N. J. Booth No. 507.

Brach Builds Another Addition

ANOTHER addition to the plant of E. J. Brach & Sons is now under construction, adjoining the present chocolate department. It is understood that the new wing will be used to increase facilities in their chocolate manufacturing department. This is the second addition to the Branch plant within the past eighteen months, the first being an elaborate modern storage and shipping section.


Albert Bunte, one of Bunte Brothers, Passes

ALBERT BUNTE, one of the founders of Bunte Brothers and retired from the business several years ago, died at the age of 81 at his home in Berkeley, Cal., on May 4. Interment was at Rose Hill cemetery, Chicago. Mr. Bunte is survived by two sisters and his son, Albert, Jr., in charge of the Bunte western branch.


A. G. Smith, Head of Smith Brothers, Dies

ARTHUR G. SMITH, head of Smith Brothers, Inc., Poughkeepsie, N. Y., died May 7, 1936. Mr. Smith had been at the head of the cough drop business since 1913. He is survived by two sons, William W., 2nd, and Robert L. Smith.

The Department of Agriculture reports tons of candy damaged by the floods that swept the Eastern states during the latter part of March.



NATIONAL



The COMPLETE LINE

•
BRILLIANT • UNIFORM • STABLE
•

NATIONAL ANILINE & CHEMICAL COMPANY, Inc.
40 Rector Street New York


BOSTON
PHILADELPHIA
GREENSBORO
PORTLAND, ORE.

PROVIDENCE
SAN FRANCISCO
ATLANTA

CHICAGO
CHARLOTTE
CHATTANOOGA
TORONTO

BRANCHES AND DISTRIBUTORS THROUGHOUT THE WORLD

FOOD COLORS



Gelatins

(Continued from page 31)

1200. The measurement of their frequencies and the arrangement in order of particle size were:

TABLE II.

Sample No.	Frequency	Particle Size
1.....	12.6	Smallest
2.....	13.9	Second
3.....	6.0	Largest

The particle size refers here to completely dispersed colloidal aggregates. The dirt or undispersed material has no effect on this property. The effort is now being made to give to the particle size a numerical value which will have significance, with the expectation in mind that a mathematical relationship involving both the frequency and particle size will prove to be an accurate measure of gelling strength.

The ultramicroscopic examination was carried out with the cardioid type of condenser with a lower limiting aperture of 1.20. Under these conditions high objectives can be used. Good results were obtained with a 3 mm. apochromatic objective stopped to something less than the lower limiting aperture of the condenser. For careful work a quartz slide should be used, as this will enhance the degree of contrast and permit closer approach to faultless illumination. 15X or 20X eyepieces were both satisfactory. The estimations in Table II were made in conjunction with a network micrometer in an adjustable eyepiece.

In order to establish the order of frequency, the particles were counted in 50 different squares in 5 different fields and then averaged. In order to compare sizes three samples were mounted on a slip and a 15 mm. cover glass used. It was found that the small covers made it possible to place the samples close enough together so that the immersion of the condenser was not interfered with as the slide was moved. It was also found convenient to use a high, dry objective with a 15X or 20X eyepiece. If more than three samples are to be examined for particle size of the dispersed phase, a 3x1½ inch slip, or even larger, should be used, so that it is easy to turn quickly from one specimen to the next.

Acknowledgment is made to Mr. C. O. Bartlett, Jr., Manager of the Gelatin Department of the American Agricultural Chemical Company, for his kindness in supplying the samples.

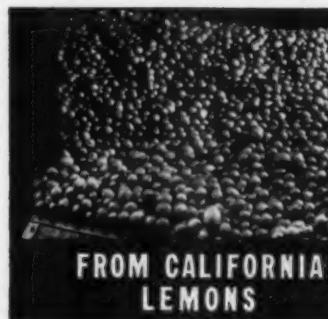
Larin of Mexico

(Continued from page 34)

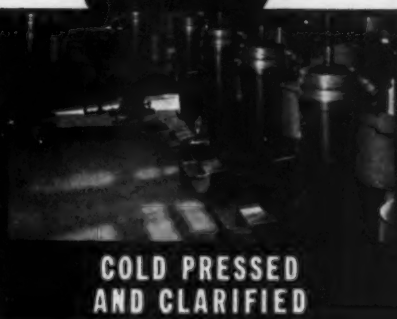
desirable manufacturing methods, we consider of equal importance the attractive presentation of the products to the public. Therefore Lariñ products are featured in only the very best of containers—whether they be cardboard, tin, wood, or other materials. Thus in our paper wrappings we use only the best, in a manner which has set a standard for confections in Mexico.



**IN
1935
MORE THAN 75% OF
ALL LEMON OIL
SOLD IN THE U.S.A.
WAS EXCHANGE OIL
OF LEMON**



**FROM CALIFORNIA
LEMONS**



**COLD PRESSED
AND CLARIFIED**



**A U.S.P. OIL FOR
THE AMERICAN TASTE**

THERE you have the fact and the reason for it. Quality and fair price have made Exchange Brand the fastest selling oil of lemon in the United States by more than 3 to 1!

It is made in the largest plant in the world devoted



OIL OF LEMON U. S. P.

Sold to the American market exclusively by
FRITZSCHE BROTHERS, INC.
76 Ninth Avenue, New York, N. Y.

DODGE & OLCOTT COMPANY
180 Varick Street, New York, N. Y.

Distributors for
California Fruit Growers Exchange
Products Department . . . Ontario, California

Producing Plant:
EXCHANGE LEMON PRODUCTS CO.
Corona, California

exclusively to lemon products. Nowhere else has uniformity been so exactly attained—or the American taste so successfully met.

Next time specify Exchange Brand Oil of Lemon, U. S. P. (Clarified). Find out why it leads in popularity. Copyright, 1936, California Fruit Growers Exchange, Products Department

ANALYSTS

CONSULTANTS

● SCHWARZ LABORATORIES, INC.

Specialists in the
Chemistry of
Cacao Products

MANUFACTURERS OF

● LIPEOMETER

for determining Cocoa Butter

SCHWARZ LABORATORIES, INC.

202 EAST 44TH ST. NEW YORK, N. Y.

OUR

WELCOME

SIGN HANGS AT EXHIBIT 405

Many new Amaizo developments are
waiting for you at the

CONFECTIONERY INDUSTRIES EXPOSITION

at the Waldorf-Astoria, New York City
June 8-12

You have a cordial invitation to make our
Exhibit a friendly meeting place . . . our
Suite your Conference Room . . . to discuss
these new products and their application to
your formulas.

AMERICAN MAIZE PRODUCTS CO.
100 East 42nd Street, N. Y. C. and Chicago, Ill.

Also at home in Suite No. . . .

Corn Syrup

(Continued from page 38)

metals to be found in food products, it has been noted that corn syrup picked up on the market and representative of every manufacturer producing this commodity have never shown one-half the permissible tolerance.

Recommendations

In our corn syrup comparisons the most pertinent facts to be noted are that a higher conversion syrup is rarely as suitable to marshmallow and nougat production as one containing more dextrans. In the reverse order it will be noted that a low conversion syrup, while suited to beating and creaming, is rarely suited to other confection types. A medium conversion syrup such as that marketed by every corn syrup manufacturer will serve all purposes better than either the high or low types. Such a syrup generally contains approximately 82 to 83% of solids, for it is sold as a 43° Baume product. Unless some special purpose is to be served, this medium conversion product will fill all food needs and no greater percentage of total solids or total sugars will ever be required.

Within recent years dextrose has been reasonably standardized and sold as corn sugar under differing trade names. It also occurs in corn syrup along with maltose and dextrans. A complete conversion of starch produces this sugar and it is commercially available and well known to food manufacturers. There is an economic problem to be considered in its use. Is it more profitable to buy higher converted syrups in which there is a greater proportion of dextrose or will the same purpose be served by adding dextrose to a medium converted syrup? It is cheaper to produce a higher converted syrup than to produce dextrose, and the cost of such a syrup should not materially exceed that of the medium type. From the producer's standpoint, the higher conversion type may be desirable, but from the food manufacturer's viewpoint it is problematic. In most cases it is simpler to add the required amount of dextrose to a medium converted syrup and thus maintain one plant distributing system. It is also a fact that a more flexible dextrose percentage can thus be maintained. Each user must decide this problem for himself and it should be based on volume required.

Flavor Candy Co., Chicago, is expanding its manufacturing facilities at 314 W. Superior Street. Approximately 6,000 square feet of additional space has been leased on the same floor of the adjoining building. Most of the area will be used by the packing department.

* * *

Mr. James E. Schaeffer, who formerly controlled the Schaeffer Candy Co., Baltimore, has now joined the General Candy Co., Baltimore, Md., and will conduct a general candy manufacturing business.

* * *

Milton Hoose, formerly with Humphrey's Wholesale Grocers, Bloomington, is starting in as a candy jobber in Atlanta, Ga.

* * *

A. B. Ewing, Kansas City official of Loose Wiles Biscuit Company, is now a member of the Board of Directors, having replaced the late J. L. Brown.

* * *

Joseph (Three Star) Hennesy, formerly at Cracker Jack, is reported now at Howe Candy Co., Hamilton, Canada.

CANDY PACKAGING

AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

Suggestions for Your

MODERN CHRISTMAS PACKAGES

★ By ERNST A. SPUEHLER

Designer and Member The Candy Packaging Board of
THE MANUFACTURING CONFECTIONER

CHRISTMAS! That seems a long way off just now, but we find that the candy manufacturers have already begun to plan for the coming holiday season. At the moment, Mr. and Mrs. Consumer and all of the little Consumers are certainly not thinking about Christmas at all! The mister is down in the basement whistling off key while he excavates, untangles, and replenishes the fishing tackle; or, if otherwise inclined, perhaps he is looking forward to the time when he can snatch a half-day to play golf. The missus is enjoying a spree of housecleaning and is far too busy with all of the demands of the present season to worry about Christmas. The little Consumers are in a whirl of marble tournaments, kite flying contests, roller skating and all of the other interests of youth in the spring time.

The "peace-offerings," anniversaries and celebrations of the active Consumer family all call for candy. We see the children munching candy bars and thrusting grimy hands into bulging pockets for choice bits—perhaps a smuggled morsel from mother's favorite chocolates, but as a whole the family is far too busy to take the candy business seriously, especially in the spring and early summer. But there is one season of the year when they all unite to give it their undivided attention! Christmas!

Christmas would not be Christmas unless we had candy and other goods things to eat. We find that Aunt Bess and Uncle John forget their self-imposed diets and reducing fads entirely, or at least offer the excuse that it is Christmas, and we all join in the holiday spirit—all hands reaching for a sweet! If all of the demands of the coming season are to be met, the candy manufacturer has to begin early; he has to plan months ahead and now is the time.

Just because Christmas is Christmas, century after century, that does not give the candy manufacturer any license to put his contribution to the holiday festiv-

HOW to create an effective Christmas salesman: Express the holiday greeting properly, yet exquisitely, and with a freshness which is outstanding and pleasing.

ities in the same mediocre and monotonous boxes year after year. *Of course, there are limitations but it is of the greatest importance to express the holiday greetings properly, yet exquisitely, and with a freshness which is outstanding and pleasing.* Expressing this greeting is our main concern and chief objective when a new box is designed.

No other season offers the candy manufacturer such an opportunity to have his packages so designed that they will indeed carry a message of good will and happiness.

Yuletide Material

For the Christmas candy packages there is a wealth of material for the designer to choose from. In looking over the things he can select, the designer at least forgets about the golf course and gets so enthused that he keeps his wife waiting supper. First of all there is jolly old Santa Claus! He looks as though he had indulged a bit himself! Then we have his reindeer pulling his sled along, lighted houses, cheery greetings from open doorways, holly leaves, Christmas flowers, stars, snow flakes, pine cones, shepherds, the Wise Men, candles, Christmas trees and bells, carol singers and sleigh riders. Combined, recombined, and individually, they offer pleasing and new designs for the candy boxes year after year. We must be careful and alert to give the Consumer family a "new" box each year, yet we must hold to the Christmas material.

There is also a question of color in these candy boxes which express the Christmas spirit. The color has to express the right atmosphere of the season. The favorites are red, green, gold and silver with dark blue for the Christmas sky.

PACKAGES DESIGNED TO SELL!

Specialized experience in successful package designing.

Intimate knowledge of confectionery merchandising problems. See us.

ERNST A. SPUEHLER
DESIGNER, ILLUSTRATOR
540 N. Michigan Boulevard, CHICAGO
TELEPHONE DELAWARE 8691

MEMO FROM
THE DESK OF

Eril

IF YOU ARE THINKING

- of modernizing your label, bag, or containers—
- of planning a display for counter or window tie-up—
- of preparing your direct mail campaign or advertising—

WHY NOT DISCUSS IT

WITH A COPYWRITER AND DESIGNER OF
PACKAGES, DISPLAYS AND ADVERTISING?

ROOM 1003
300 MADISON AVENUE NEW YORK CITY
TELEPHONE—MURRAY HILL 2-2427

The Christmas flowers and holly are keynotes which cannot be overlooked but they should be "keynotes." So many of the Christmas candy boxes are overloaded with profuse decorations of the season and then they become cheap and gaudy. The decorations are often badly drawn and poorly executed. Here, as in other modern packaging, we find that simplicity should be the major objective in the design.

In spite of the wealth of decorations available, the design should be so constructed and executed that it will sell your particular candy product. Regardless of all the general feeling of Christmas cheer and good will, you are mainly concerned with the number of sales during the holiday season! You want a good, efficient and cheerful Christmas salesman!

Transparent Cellulose an Aid

Today transparent cellulose gives us another problem or alternative, whichever you choose to call it. Wrappers or bands are often used right over the regular box top. They can be cleverly designed and made very attractive, then torn off when the season is over, thus avoiding unsalable "after the holiday" merchandise.

The lettering on our Christmas candy boxes should follow our general rule for simplicity and legibility. It can be an added decorative note, and the old English lettering is often used very successfully on the holiday candy boxes for this reason.

Thus, by properly combining and executing these many Christmas subjects, holding to simplicity and the spirit of the Christmas season, you should have a box which will sell your product satisfactorily and, at the same time, carry to the whole Consumer family your special holiday greetings!



Attractive Mother's Day Display produced for Gale's Chocolates displayed in the stores of the United Drug Co. Lithographed by the Forbes Lithograph Mfg. Co. It shows the open boxes of chocolates in full color, and the "blow-up" boxes have plenty of appetite appeal.

Clinic Criticism Proves Helpful

COMMENT: "Responding to your notice of recent date in regard to the code number of the analysis of our package, this has been read with interest and we appreciate your constructive criticism."—Ohio.

ADVERTISING PAGES REMOVED

Down Through the Years

this seal has been a symbol of unexcelled quality, dependability and co-operation—



SWEETONE Paper Products are well known throughout the United States and Canada, and are in use in the finest confectionery plants today. Long experience in working with the manufacturing confectioner has been of inestimable value to us in producing papers that meet the requirements of better packaging, as to quality, service and price.

Our experience, skill and most modern equipment are at your service. May we quote on your requirements?

SWEETONE PRODUCTS:

Padocel	Glassines
(Crepe Wadding)	Wax Papers
Globular Parchment	Parchment
Dipping Papers	Choc. Board
Choc. and White Boats	Partitions
Choc. and White Dividers	Die Cut Liners, etc.



FLOSSINE
The Candy Mat Supreme!

GEORGE H. SWEETNAM, Inc. 282-286 PORTLAND STREET
CAMBRIDGE, MASS.

Create Sales With a Sparkling Tie

Use Plain or Decorated

F. C. C. TWO TONE RIBBON

PATENT NO. 1,406,148

or

F. C. C. CORD

PATENT NO. 2,041,418

Made of
Cellophane
TRADE MARK

THE DUPONT CELLULOSE FILM



WRITE FOR
SAMPLES AND PRICES

Used for tying boxes or bags for holiday seasons,
special occasions and year-'round packages.

FIBRE CORD COMPANY, Inc.

627-633 East 18th Street

Manufacturers

New York, N. Y.

N. C. A. Convention Program

(Continued from page 18)

Election of Officers and their Introduction.

THURSDAY, JUNE 11—2:00 P. M.

Grand Ballroom—Waldorf-Astoria

- 2:00 P. M. Address—"Factory Methods Make Money"—R. W. Moulton, New England Confectionery Co., Cambridge, Mass.
Questions and Discussion.
- 2:30 P. M. "Lowering Maintenance Costs"—
Questions and Discussion.
- 3:00 P. M. Address—"Incentive Plans for Factory Tops and Workers"—Robert W. Esterly, Production Manager, Luden's, Inc., Reading, Pa.
Questions and Discussion.
- 3:30 P. M. Address—"Planning Production for Efficiency"—Sam Sidd, Chief of Planning Board, W. F. Schrafft & Sons Corp., Boston, Mass.
Questions and Discussion.
- 4:00 P. M. Address—"A Summary and Forecast"—George H. Williamson, President, Williamson Candy Co., Chicago, Ill.

PRODUCTION FORUM

Walter H. Belcher, Chairman—Oscar Stout, Vice Chairman—Mrs. Earl Allured—Harry Achorn

The Production Forum Sessions will probably occupy two afternoons, Tuesday, June 9, and Wednesday, June 10. The subjects listed for discussion are:

"Coating Machine Tunnels: Time and Temperature."
"Handling the Maintenance Department."
"Detection of Foreign Substances in Candy."
"Proper Equipment."
"Training of Factory Employees."
"Wage Incentives."
"Safety."
"Sanitation."

Production men and plant superintendents will receive an announcement giving the complete Production Forum Program along with a card of admission prior to the convention.



Photograph of one of Dimling's candy shops in the downtown section of Pittsburgh, Pa., showing the high water mark left by the recent floods. The picture was taken immediately after the waters subsided.

The Sales Appeal

of your caramels is assured when your plastic confectionery is formed, cut and wrapped on



THE ROSE "EAGLE" MACHINE



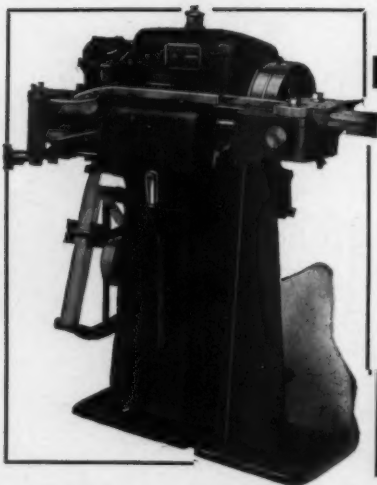
THIS machine forms and cuts plastic materials and wraps the product either with waxed paper, transparent cellulose, or wax-backed foil.

MANUFACTURING confectioners throughout the world have standardized on the Rose "Eagle" for precision-wrapping of individual pieces at high-speed production.

CAPACITY—360-550 pieces per minute. Further information will be furnished upon request.

Sole Agents in United States and Canada for Rose Brothers, Gainsborough, England.

AMERICAN MACHINE & FOUNDRY CO.
511 FIFTH AVENUE NEW YORK, N. Y.



**ALWAYS
DEPENDABLE**

IDEAL

WRAPPING MACHINES

The satisfaction of KNOWING that their wrapping machines will give EFFICIENT, UNINTERRUPTED SERVICE AT ALL TIMES is just one reason why candy manufacturers the world over prefer IDEAL Equipment. These machines, suitable for both large and small manufacturers, are fast, always de-

pendable and economical. The SENIOR MODEL wraps 140 pieces per minute; the SPECIAL MODEL wraps 240 pieces per minute.

Both machines are built for the most exacting requirements and carry our unqualified guarantee.

Write For Complete Specifications and Prices

IDEAL WRAPPING MACHINE CO.

EST. 1906

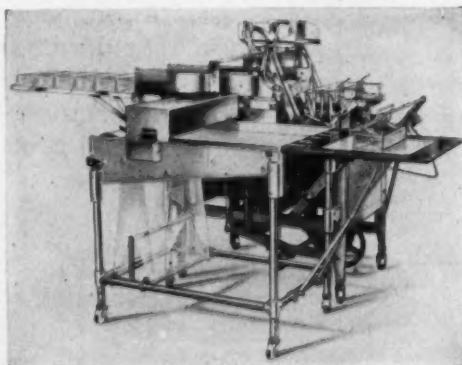
MIDDLETOWN, N. Y. - - - U. S. A.

4000 to 8000 Wrapped Packages

Per Day, including regular boxes, extension edge boxes, fudge blocks, bottles, trays, 5c bars, flat packages, etc., in cellulose on a machine adjustable to all sizes within FIVE MINUTES; sheet or roll feed; YET, LOW IN COST!

Investigate! No obligation.

ELECTRIC EYE AVAILABLE FOR PRINTED ROLLS



Miller Wrapping Machine

**TRY
AMSCO**

*What is YOUR
Packaging
Problem?*

PACKAGING MACHINERY, Inc.

130 Centre Street

New York, N. Y.

(See our MACHINERY DISPLAY)

"Use More Chocolate to Sell 'More Candy,' Says Research

A RESEARCH just completed by the American Lecithin Co. has produced figures that prove beyond all doubt chocolate is America's favorite flavor.

Taste tests showed that to get the real flavor of chocolate for the piece, the coating should comprise about 30 per cent of the entire piece. Direct comparisons proved that many poor selling boxes carry far less than this percentage of chocolate in the piece, while those boxes which received the highest public acceptance had a full, rich coating of 30 per cent or more.

Mr. Joseph Eichberg, president of the company, announced from his offices at Elmhurst, L. I., N. Y., that valuable data and suggestions for advertising the flavor appeal of chocolate are available without charge to executives of confectionery plants.

West Bend Celebrates 25th Anniversary

TO COMMEMORATE the occasion of its 25th birthday, the West Bend Aluminum Co., West Bend, Wis., has issued an aluminum medallion about the size of a half dollar. Pictured in relief on one side are its outstanding products.

The company began in 1911 to manufacture alumi-



num cooking utensils, and achieved sensational success in a short time. Among its outstanding developments have been the Waterless Cooker.

A line of attractive modern gift ware was added three years ago, many of them being adaptable for candy containers and premiums. These include such items as aluminum and copper bowls, trays, cocktail shakers, smoking sets and electric lamps.

H. H. Merryman is now general manager of the factory of General Food Products Co., Los Angeles. He succeeded Willard Cook.

Hollander, Inc., candy manufacturers of Holland, Mich., have announced their program for expansion. They will have a new factory, installing additional equipment and employment will be doubled.

Bunte Brothers will stage their 7th annual golf tournament on June 10, at Powers Lake, Wis., on the estate of T. W. Bunte. About 100 Bunte employees and friends will participate.

The Cincinnati Candy Recovery Assn. report that at their "Candy Frolics of 1936" a capacity crowd filled the auditorium, and a good time was had by all. The association has set July 15 as the date for their Annual Candy Day at Coney Island on the Ohio River.

Mr. Latine, formerly at Eatmore, is now at Diamant, Inc., Chicago.

Frank Manna, formerly with Diamant, Inc., Chicago, is now at Paul F. Beich Company, Bloomington, Ill.

H. W. and R. T. Dillman of Davenport, Iowa, are now distributors for Tom Huston Peanut Company, Columbus, Ga.



DOLLAR IDEAS\$ FOR A FEW ¢ENT\$

Children are the world's best buyers. Loyal, warm and sincere, your strongest booster is a happy child.

Since 1906 GOODY has been creating distinctive toys, games, and novelties to fascinate the youngsters.

MILLIONS OF CHILDREN ARE WAITING FOR GOODY PENCIL-BOXES.

GOODY Premiums will meet the most exacting requirements.

Let us show you how the GOODY Sales-Stimulators can move candy like dynamite moves mountains.

See us at the exposition at the Waldorf Astoria, Booth No. 503, June 8th to 12th.

GOODY MANUFACTURING CO.

133 E. 16th STREET, NEW YORK



Premium Show Visitors Include Many Confectioners

THE Sixth National Premium Exposition, held May 4 to 8 at the Palmer House, Chicago, sponsored by the Premium Advertising Ass'n of America, Inc., was the most successful ever staged.

Howard W. Dunk, Secretary, reported 1500 registrations of premium users attending the show. Approximately 10 to 15 per cent of those attending were confectioners and their representatives from the entire central West. This accounts for the fact that premiums are on the increase in the merchandising plans of manufacturers in the industry.

Tuesday, May 5, was devoted to a Round Table Conference feature, attended by both users and sellers of premiums. Miss Evalyn Grumbine, Asst. Publisher of *Child Life Magazine*, in a talk on Juvenile Premiums for different age groups, declared there are too few premiums for girls. Among others, A. M. Howe, Assoc. Editor of *Printers' Ink*, talked on "Merchandising Rewards for Dealers and Jobbers' Salesmen."

San Diego Fair Candy Day Success

More than 20,000 bars of candy were distributed, free, to visitors to the 1936 California Pacific International Exposition, at San Diego, on Saturday, May 9, which was for the second season set aside and celebrated as "Candy Day." Tommy Bond, juvenile motion picture star from Columbia studio in Hollywood, was crowned Candy King. The crown was made of candy by Showley Brothers in San Diego.

SELL MORE CANDY IN RE-USE CONTAINERS



Console Bowl

Candy packed in this exquisite new Silver-Glo aluminum bowl exerts a sales appeal that is irresistible. Both dealer and consumer acceptance is immediate. The bowl is 9 inches in diameter and 3½ inches high. Its streamline contour, brass base, and the soft, velvety glow of the Silver-Glo aluminum make it a container that will "steal the show" wherever your candy is displayed.

Many other West Bend gift ware items are suitable for candy packaging—trays, bowls, tumblers, beer mugs, ash trays, pretzel jars, ice buckets, etc. A new package will make more profitable sales. Send for bulletins and quantity prices!

WEST BEND ALUMINUM CO.

Dept. 855

West Bend, Wisconsin



May—1936			June—1936		
5th Month			6th Month		
31 Days } 5 Saturdays			30 Days } 4 Saturdays		
} 5 Sundays			} 4 Sundays		
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	Fr	Planning Season: For Wholesale Mfrs. Fall Lines. For Retail Mfrs. Summer Goods.	1	M	Planning Season: For Wholesale Mfrs.—Fall Goods (Xmas Earlybirds). For Retail Mfrs.—Fall Goods.
2	Sa	Falls Cities Confectioners Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*			Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.‡
		St. Louis Candy Salesmen's Assn., American Annex Hotel, 12:30 noon.‡	1-2		Flavoring Mfrs. Assn. Convention, Hotel Pennsylvania, New York City.
		2-4 Spring Meeting Associated Business Papers, Inc., at Hot Springs, Ark.			2-4 Spring Meeting Associated Business Papers, Inc., at Hot Springs, Ark.
3	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*	3	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St.*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*
4	M	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.‡			Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†—This is fumigation time. Should be attended to this month.
		4-5 Sixth National Premium exposition and convention of Premium Advertising Assn. of America at Palmer House, Chicago.	4	Th	Spring meeting, MidWestern members, Assn. of National Advertisers at French Lick Springs, Ind.
6	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 N. Broad Street*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*	4-5		Falls Cities Confectioners' Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*
7	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†	5	Fr	St. Louis Candy Sales Assn., American Annex Hotel, 12:30 noon.‡
8	Fr	Assn. of Mfrs. of Confy and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡ Are your summer goods and candies in hands of jobbers and retailers? Now is the time to start this goods moving.	6	Sa	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*
9	Sa	Kansas City Candy Club, Pickwick Hotel*	7	S	National Confectioners Assn. Convention, Waldorf-Astoria Hotel, New York City.—41st Annual Convention of the National Assn. of Credit Men, Richmond.
10	S	Mother's Day. Make them happy with candy.	8-12		Manufacturing Confectioners of Baltimore, Hotel Emmerson.*—Time to plan Fall Deals.
12	Tu	Conf. Buying Assn., 17 E. Austin Ave., Chicago.* Get after that camp and vacation business before it is too late.	12	Fr	Assn. of Mfrs. of Confy and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡ Are your summer goods and candies in hands of jobbers and retailers?
13	W	Manufacturing Confectioners of Baltimore, Hotel Emmerson*	13	Sa	Kansas City Candy Club, Pickwick Hotel.*
15-16		Advertising affiliation at London, Ont.	13-16		National Confectionery Salesmen's Assn., Hotel Statler, New York City.
16	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.‡	14	S	Flag Day.
18	M	Chicago Candy Club, Medinah, Chicago.‡—Vacations are coming! This is the time to schedule them.	15	M	Chicago Candy Club, Medinah, Chicago.‡—Christmas samples should be ready to go to jobbers for future orders.
18-20		Associated Retail Confectioners of America Convention, Hotel Statler, Boston, Mass.	16	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
19	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*	18	Th	New York Candy Club, Inc., Park Central Hotel.*
21	Th	New York Candy Club, Inc., Park Central Hotel.*	20	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.‡
23	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.			Children's Day. You can't give them anything they like better than candy.
25	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.*	21	S	Father's Day.
28	Th	Mfrs. of Confy and Chocolate of State of N. Y., Pennsylvania Hotel, New York*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*	25	Th	Mfrs. of Confy and Chocolate of State of N. Y., Pennsylvania Hotel, New York*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*
30	Sa	Decoration Day.	27	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.*
		*Monthly Meeting. †Weekly Meeting. ‡Bi-Monthly Meeting.	28-2		Annual Convention Advertising Federation of America, at Boston.
			29-2		Annual Convention International Assn. of Display Men, at Netherlands-Plaza Hotel, Cincinnati.
			29	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.*
					* Monthly meeting. † Weekly meeting. ‡ Bi-Monthly meeting.

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

WELL Easter is over and the jobbers have gotten down to their regular routine again and staple candies will again come into their own. The St. Louis and Kansas City jobbers all report a good Easter business and they are now all working on Mothers' Day and as the weather has continued cool throughout the Middle West the prospects for a good Mothers' Day business is above par.

The Sweets Company of America, makers of Nationally known Tootsie Rolls, are launching a national campaign on their products beginning May 10th. The jobbers throughout the country are being informed of this campaign and they will no doubt cash in on the increased sales that will be enjoyed by all on this already good seller.



Jim Farrell of Kansas City, Mo., has again taken active part in the business bearing his name, and has started to market a new bar to the jobbing trade: "Peanut Picnic," a large sized good-eating bar. Success, Jim, on your new venture!

A. C. Dreibus, President of The Dreibus Candy Co., Omaha, Nebr., has been confined to his bed for several weeks but at the writing of this article he is better and unless complications set in he hopes to be back at his desk in a few days. Good luck for a speedy recovery, Mr. Dreibus!

Martin Andelfinger, President of Licorice Products Co., Dubuque, Iowa, is getting ready to run for the U. S. Senate from Iowa, so I was informed a few days ago. Martin enjoys politics; in fact, it is his hobby. He has among other titles the title of Mayor of Dubuque, and if he really takes it seriously I feel sure his opponents for the Senate will know he is in the race.

"The hen is a great bird," said Russell Copeland, of the Clinton Copeland Co., Burlington, Iowa. "Just think, she never recognizes depression; don't know what it means! She lets the world know every time she lays an egg! Think of it, the duck's egg is twice the size of the hen's. Duck eggs eat as well or better but don't sell! Why? The duck don't advertise!" That's right, Russell!

Charles Chase, President of the Chase Candy Co., St. Joseph, Mo., went to a meeting of the Chamber of Commerce a few days ago. The meeting was held in the finest hotel in the city, on the roof at dinner. Two Irishmen came late and had been imbibing rather freely. When they arrived one of the guests told them to check their coats down the hall two doors to the left. Pat started down the hall. After about half an hour, when he did not arrive at the table, one of the members asked regarding him. No one had seen him: they become anxious, and several started out to look for him. His partner, Mike, arriving at an open elevator door called down, "Hello, there, Pat! Where are you?" "Oh, I am in the checking room," he answered from below. "If you come down, be careful of the first step! It's long as hell!"

Clarence P. Harris, Ph.D.

● Industrial Chemist ●

ANALYSES
CONSULTATIONS
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Practical Technical Assistance
for the Cocoa and
Chocolate Manufacturer.

*Inventor of the Rapid Hydrometer Method for
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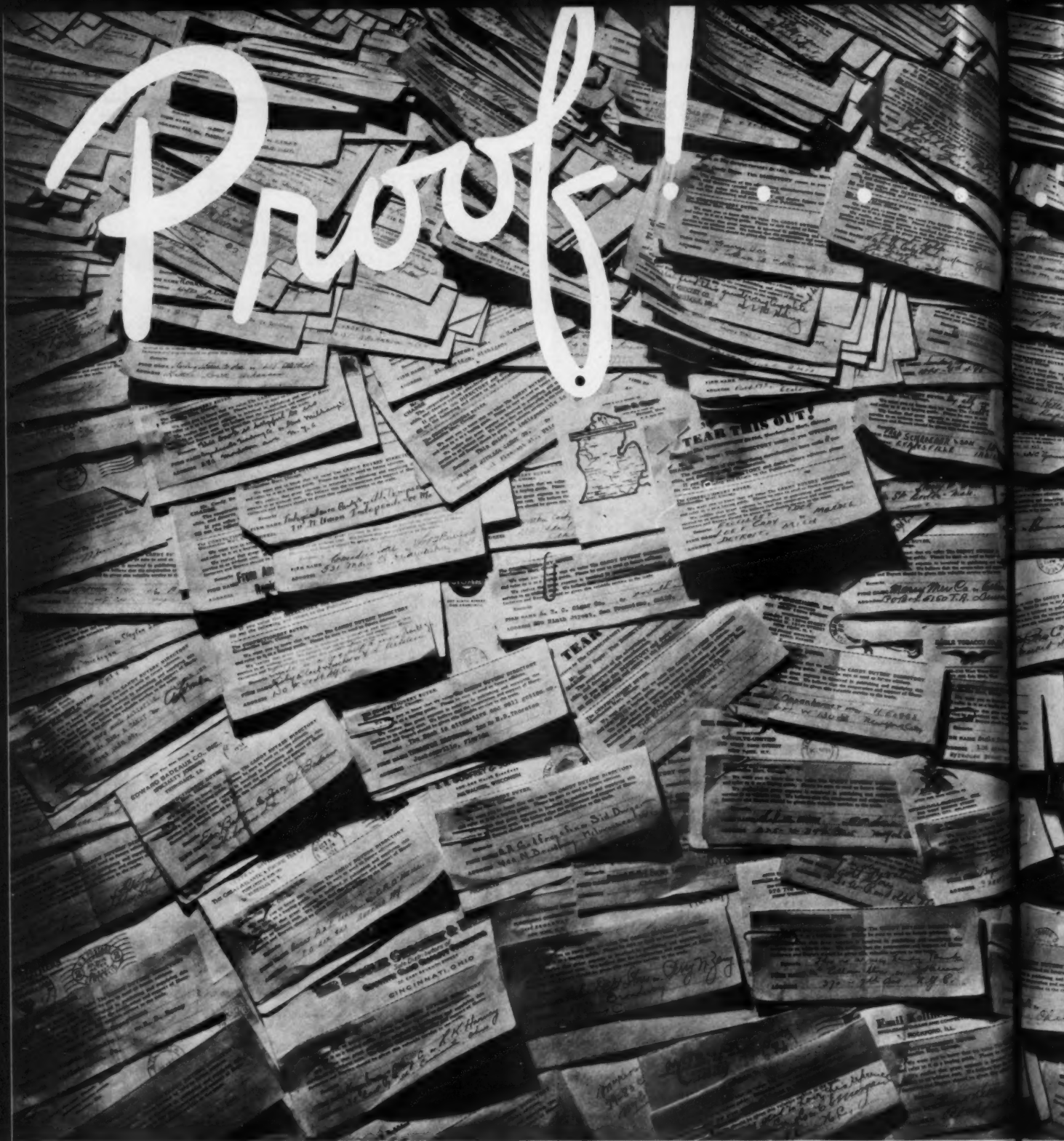
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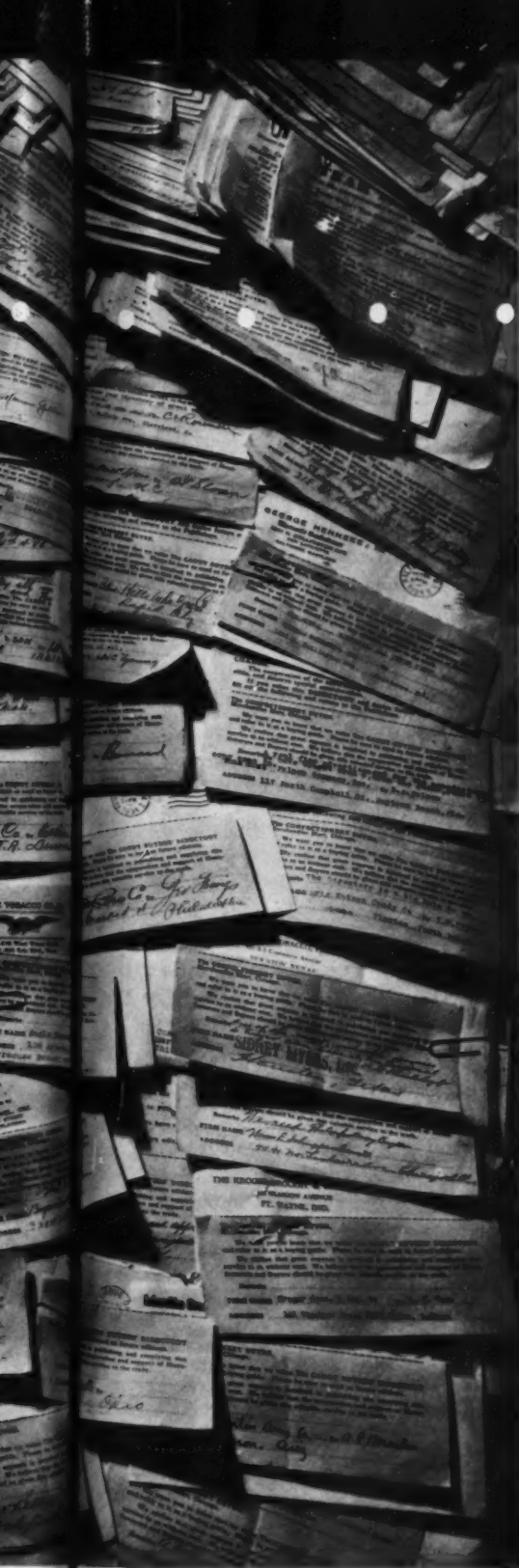
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10,000 CIRCULATION *Guaranteed*
Published in the Fall — Reserve Space NOW



o o *again*

The CANDY BUYERS' DIRECTORY

AND YOUR SALES MESSAGE
are WANTED *by* ALL CANDY
BUYERS

THE 5th Annual Directory of Candy Manufacturers is now in preparation. It will be published early in the Fall—including NEW features of value to the candy buyers and advertising manufacturers. Your company will be listed according to every type of goods you manufacture. You should tie in with your advertisement summing up and selling your complete line!

Why advertise in the Directory? Because:

1. Thousands of candy distributors want it and use it. Look at the coupons to the left, clipped and returned to us from the Directory. They say, "Send us the next Directory and tell the Manufacturers we want their advertising in this handy form."
2. Ten thousand wholesalers, Chain and Department Store buyers will get the Directory and use it in their buying operations for a whole year!
3. You can thus have a year's advertising with only one insertion!
4. The cost is lower than any other medium—less than a penny per prospect to advertise to the trade for an entire year!

Reserve your space NOW!

THE CONFECTIONERY BUYER

Publishers of The MANUFACTURING CONFECTIONER

400 West Madison Street, Chicago, Illinois

Punchboard Survey

(Continued from page 35)

sponding manufacturers estimated from 75 percent to 90 percent, which coincides with the 85 per cent declared as the correct amount by a large punchboard manufacturer. Approximately 35 per cent of the firms figured the volume to be over 50 per cent. Other estimates included the following: 1, 20, 25, 40, 45 per cent. Twenty per cent of the firms replying did not answer this question. One firm declared it believed that "very little fine candy" is sold by punchboards.

Two replies are of special interest on this subject. The first, which is from one of the largest "quality" package goods houses in the country, states: "We believe that between 80 and 90 per cent of the packages sold ultimately reach the consumer through the punchboard route. We base these figures on questions we have asked large distributors of package goods."

A substantial "quality" firm in the West replied: "We do not have figures, and do not believe any accurate figures available. Also, many package manufacturers sell to jobbers only, yet in the West a considerable volume of jobbers' package business moves by sales boards. Such sales would not appear as punch board sales in the manufacturer's figures. The percentage of volume would vary as to different sections of the country. Here in the West a very large percentage of package goods moves over punchboards."

"We cannot give the extent, but men's clubs would not carry package candy for straight sale in any quantity. Now many pounds move over sales boards. Lumber camps, railroad camps, small eating houses and cigar stands would become small outlets without boards."

100% Do Not Believe Method Monopolistic

Question 4. Do you think that any manufacturer could create a monopoly on either package goods business or the candy business by use of punchboards?

One hundred per cent of the manufacturers agreed that they did not believe a company could monopolize either the package goods or candy business by the use of sales boards. Even the 9 per cent objecting to punchboards indicated they did not think this sales method could create a monopoly on the business.

"We do not believe," said a large firm, "that any manufacturer could create a monopoly on either package goods or the candy business by the use of punchboards or any other medium of merchandising, as it has been tried before by manufacturers with free deals and so forth—and the results were not so good."

"According to the U. S. Government figures, package goods represent only 1.1 per cent of the total candy business in the United States. This small amount of candy business is, has been, and always will be in the hands of a great many manufacturers, large and small."

Pointing to other means which he regarded more potent with monopolistic possibilities than punchboards, this manufacturer continued:

"If punchboards are prohibited locally and nationally, some one manufacturer would stand a better chance of creating a monopoly on package goods than without the same. If any of the large manufacturers would promote intensive national and local campaigns with magazine and radio advertising, free deals to the dealers, premium offers, window displays, etc., the small firm that could not compete with this would absolutely be barred from the market. And last but not

least, a large manufacturer is in a position to consign merchandise to retail dealers and jobbers whereas a small manufacturer could not attempt to do so, as it would be disastrous for him."

95% of Replying Manufacturers Do Not Regard Boards as Unfair Trade Practice

Question 5. Do you regard the use of punchboards as an unfair trade practice?

Ninety-five per cent of the manufacturers declared that they "do not regard the use of sales boards as an unfair trade practice, as it is open to anyone who chooses to use them." One firm qualified its reply by saying, "not if open to all alike."

Believe Sizable Reduction Result If Punchboards Were Prohibited

Question 6. If punchboards are prohibited, to what extent do you believe it would reduce the sale of package goods?

Fifty per cent up to 85 per cent was the estimate of 45 per cent of the manufacturers replying. Some said, very materially; at least half, one-third, and a number replied 25 per cent. All but two agreed it would result in a reduction of package goods sales. On the other hand, one firm insisted it would cause no reduction in sales, while another said prohibition would reduce sales only at first, and another specified that the reduction in sales of lower priced boxes would be approximately 50 per cent. One firm which objected to boards did not attempt to answer this question.

The territorial effect was mentioned by one firm, which declared, "It would mean quite a reduction in sales for many in the Middle West and we also believe the southern manufacturers."

A Western manufacturer declared, "this is purely a question for each locality to handle. The only way we can see the practice would be stopped is to prohibit the manufacture of boards, and this cannot be done any more than you can prohibit the manufacture of playing cards, etc. This being the case, the Government cannot stop intrastate practices, and so long as boards are available, jobbers can put them out if local conditions permit. Therefore any government activity merely discriminates against interstate shippers."

Another manufacturer voiced his opinion that "since intrastate sales cannot be prohibited, it would be unfair to prohibit interstate sales."

100% Object to Other Industries Using Boards if Confectioners Can't

Question 7. If punchboards are barred from the candy industry, do you approve or oppose their continued use in the sale of cigarettes, tobaccos, and other merchandise?

All the manufacturers were unanimous in opposing the continued practice in other industries if not allowed in the candy industry. They declared that this would be an unfair trade practice and unjust to confectioners from whom purchases would be diverted to other favored industries.

"We believe that if money and whiskey were prohibited from being used on punchboards," declared one manufacturer, "that it would greatly minimize the opposition to their use. Our observation has been that these two factors have done more than anything else to engender opposition to them."

[illegible]